

# Biennial Highlights 2020-2022



*Celebrating 40 years of  
Service to Kentucky!*



**Kentuckians Educated: 27,974**

**Events: 498**

**Kentuckians Screened: 1,863**

**Provider Visits: 1,367**

**Kentuckians Reached through**

**Digital and Social Media: 264,000+**



The numbers tell the story. COVID-19 brought new challenges in the biennium, but the Kentucky Cancer Program (KCP) remained steadfast in its powerful mission, just as it has for the past 40 years. The thousands reached are not just numbers, but individual stories of survival, early detection and cancer prevention. Each story is the reason KCP is dedicated to serving the state for years to come.

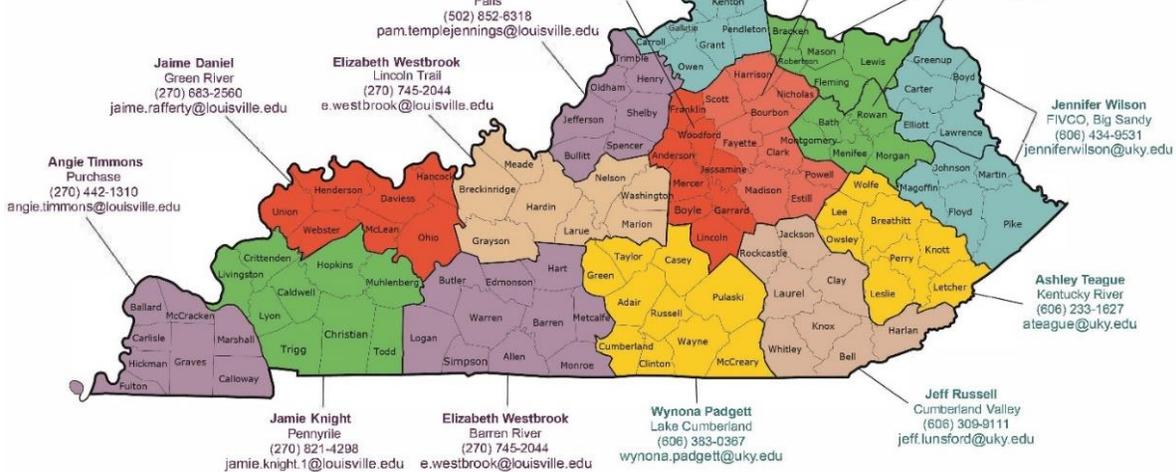
**The MISSION of the Kentucky Cancer Program is to reduce cancer incidence and mortality in the commonwealth through education, research and service.**

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



(UK) and the

University of Louisville (UofL), KCP translates the latest research findings into cancer prevention and early detection programs for the public; patient and family support services; education and training for healthcare providers; and special initiatives to reduce cancer health disparities.



Regional Cancer Control Specialists (RCCS) in a network of 14 regional offices mobilize communities through coalitions and partnerships to serve all 15 Area Development Districts. Created through a health equity lens, programs are based on the latest science, driven by data including statistics from the Kentucky Cancer Registry, and guided by District Cancer Councils. Fostering community engagement, systems changes, and equitable access have always been paramount. 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, the Kentucky Lung Cancer Screening Advisory Committee, and the Kentucky Breast Cancer Research and Education Trust Fund Board.

Highlights of the many special initiatives led by KCP at the University of Louisville during the biennium are presented in this report. Detailed information on local programs is available through regional staff.



## Tobacco

### Plan to be Tobacco Free

KCP continued during this biennium to bring one-time Plan to Be Tobacco Free educational programs to Kentuckians interested in learning more about tobacco cessation. Due to the pandemic and the need to pivot to social distancing, KCP quickly developed a plan to provide this session virtually. Educational programs were held via Zoom and information was mailed to individuals' homes to assist them in navigating cessation resources, including Quit Now Kentucky. In all, 31 sessions took place for 96 tobacco users.



### Navigating Public Housing Residents to Cessation



The Kentucky Tobacco Prevention and Cessation Program (KTPCP) reached out to KCP for assistance in training public housing authority staff and/or residents to facilitate tobacco cessation classes, Freedom From Smoking, onsite. KCP targeted three area development districts in western Kentucky to assist public housing authorities in navigating their residents to tobacco cessation. Meeting Kentuckians where they are and providing cessation counseling at their location helps increase participation and helps Kentuckians stop using tobacco, as demonstrated in this project. Community partners, including local health departments were also involved in helping to facilitate classes. A total of five housing authorities offered classes to residents during the biennium.

## Serving our Veterans

KCP had the honor to work with active military bases and VA hospitals during the biennium to help bring cessation resources to active military, veterans and their families. KTCP



partnered with KCP to provide technical assistance on tobacco policy issues as well as to provide tobacco cessation services to the target population. KCP worked with active military bases and VA hospitals to identify key personnel who provide cessation counseling, offering items to promote use of Quit Now Kentucky and certifications for health professionals to lead cessation counseling. During the biennium a total of three clinical professionals were trained to earn their Tobacco Treatment Specialist Certification through the Kentucky Breathe Program.



## Supporting Health Systems

KCP continued conversations with select healthcare systems during the biennium to establish and maintain Electronic Medical Record (EMR) System Referrals to National Jewish (NJ). Partnerships were sustained with several healthcare systems across Kentucky, including St. Elizabeth Healthcare, UK Healthcare and Baptist Health. KCP worked closely with the State QuitLine administrator at the Kentucky Tobacco Prevention and Cessation Program to ensure an electronic connection with National Jewish Health, the 1-800-QUIT NOW Kentucky contract service provider, that allows providers to refer patients who are interested in tobacco cessation to the Quit Line through automatic EMR system referrals.

## Primary Care Providers

RCCs also visited primary care provider offices to share information with physicians and medical staff on helping patients overcome nicotine addiction and stop using tobacco, which included guidance on referrals to the Quit Line. Custom designed resource kits featuring pharmacotherapy tip sheets, cessation counseling documents, patient materials,



practice tools, and other information were offered along with one-on-one and small group brief interventions. The RCCs also provided guidance on linking tobacco users to lung cancer screening along with supplementary materials including patient shared decision-making tools.

## Dental Professionals

Annual trainings on Treating Tobacco Use and Dependence were once again conducted with **181** dental and dental hygiene students and faculty at UofL. KCP staff also helped create and continue to serve as observers for the novel Standardized Patient Clinical Program at the UofL School of Dentistry, which trained **30** students during the biennium.



## **LUNG CANCER**

### **State Leader in Lung Cancer Care**

Lung cancer is the leading cause of cancer death in Kentucky. As early as 2013, KCP and their district cancer councils hosted regional forums across the state to address the problem. Health care providers, community partners, and the public were invited to come together to discuss lung cancer rates; prevention through tobacco control; low dose CT for early detection; and emerging therapies to reduce the burden of disease. In the years following, KCP mounted a campaign to help tobacco users overcome nicotine addiction and to reach out to primary care providers to increase screening referrals for early detection.

In 2015, Markey Cancer Center/UK, Brown Cancer Center/UL, and KCP were awarded a multi-year grant funded by the Bristol-Meyers Squibb Foundation to improve lung cancer care, the Kentucky LEADS Collaborative. Three very successful projects focused on primary care provider education, survivorship and quality lung cancer screening profoundly changed the course of lung cancer care in a state which had long suffered from the disease. Programs continue today at UK and UL to ensure quality lung cancer screening and to boost primary care provider referrals to screening. Eyes are now on the future with the newly established Kentucky Lung Cancer Screening Advisory Board on which both KCP at UK and at UL have appointments.

### **Lung Cancer National Training Network**

#### **Educating Primary Care Providers on Lung Cancer Care in Kentucky and Beyond**

Lung cancer is the leading cause of cancer death in the United States, with more than 228,000 Americans diagnosed annually, and more than 143,000 lung cancer deaths each year. Primary care provider involvement is critical for reducing the burden of the disease across the country. Building on the success of the Kentucky LEADS Collaborative, KCP at UofL



launched the LuCa National Training Network in 2018 to expand provider education efforts nationwide. The Bristol-Myers Squibb Foundation funded the project with a generous three-year grant and later awarded a one-year extension for LuCa to continue to provide free lung cancer care training and materials for primary care providers across the United States, featuring the following:

- Award-winning national online course, “Lung Cancer and the Primary Care Provider,” offering up to 2.5 CME/CE credits. Significantly, a partnership was formed with the American Medical Association to host the course on their platform, AMA Ed Hub, lending substantial exposure, credibility, and access to the physician audience.
- Series of seven webinars addressing current lung cancer care topics attracting 4,683 registrants and 2,706 live participants, with the most popular being one on the USPSTF Lung Cancer Screening recommendation, which had 1100 registrations and a record 64% live attendance!
- Expansive resource library, including over 300 articles and practice tools for providers and their patients.
- Technical assistance for those educating providers and other healthcare professionals on lung cancer care.

LuCa was a member of the National Lung Cancer Roundtable and worked with health systems, state cancer coalitions, provider organizations, and other prestigious groups including Harvard, Rutgers, Mayo, City of Hope, Jefferson Health and others across the U.S. to engage providers around lung cancer topics, with a particular emphasis on screening and tobacco cessation. LuCa was also invited to make presentations at various national and international conferences during the four-year project.

**WHAT EVERY PRIMARY CARE PROVIDER SHOULD KNOW ABOUT LUNG CANCER**

**It's the Leading Cause of All Cancer Deaths Nationally**  
 Lung cancer is the leading cause of cancer death in the United States. In 2019, lung cancer caused 235,360 deaths, more than any other cancer. Lung cancer is the leading cause of cancer death for both men and women.

**Lung Cancer by Site**  
 Lung cancer is divided into two main types: non-small cell lung cancer (NSCLC) and small cell lung cancer (SCLC). NSCLC is the most common type, accounting for about 85% of all lung cancer cases. SCLC is less common, accounting for about 15% of all lung cancer cases.

**Lung Cancer Screening**  
 The best way to reduce the risk of dying from lung cancer is to quit smoking. For people who continue to smoke, lung cancer screening with a low-dose CT scan can find lung cancer early, when it's easier to treat. Screening can reduce the risk of dying from lung cancer by 20%.

**85%** Early diagnosis can be achieved up to 85% of the time in screen-detected lung cancer.  
**80%** Among those early-stage cancers, the cure rate approaches 80%.

**Lung Cancer Screening Recommendation & Coverage**  
 On March 9, 2020, the USPSTF updated its lung cancer screening recommendation to lower age and increase the number of years that patients can be screened. From one to two years, the new recommendation is important to discuss with the patient to clarify the patient's smoking history and to CTLS, as some patients may not be eligible for CTLS.

|  | 2021 USPSTF Criteria <sup>1</sup>  | 2013 USPSTF Criteria <sup>2</sup>  | CMS Coverage <sup>3</sup>  |
|--|--|--|--|
| Age  | 50-80 years old  | 55-80 years old  | 50-79 years old  |
| Smoking History                                    | Current or former smoker with work or home history of at least 20 pack-years | Current or former smoker with work or home history of at least 15 pack-years | Current or former smoker with work or home history of at least 15 pack-years |
| Pack Years   | 20 Pack Years  | 15 Pack Years  | 10 Pack Years  |
| Pack Year = # of Years Smoked x # of Packs Per Day |  |  |  |

**Manageable Steps for Primary Care Providers<sup>4</sup>**

1. **Check patient eligibility**
2. **Engage patient in decision**
3. **Discuss benefits and risks**
4. **Discuss shared decision-making**
5. **Follow up after CT scan**

**Lung Cancer Screening Shared Decision Making**  
 Patients with a history of smoking are at an increased risk of lung cancer. They may not have a doctor who can help them understand their risk and the benefits and risks of lung cancer screening. Shared decision making (SDM) is a process that helps patients and providers make decisions together. SDM is recommended for lung cancer screening decisions.

**What Can You Do About Lung Cancer Stigma?**  
 The social stigma surrounding lung cancer diagnosis can affect a patient's ability to be screened and to receive the best care. Stigma can also affect a patient's ability to understand and follow through with their care. Stigma can also affect a patient's ability to understand and follow through with their care.

**Radon Exposure: #2 Leading Cause of Lung Cancer**  
 Radon is a naturally occurring radioactive gas that can be found in the soil and in the ground and can enter your home through cracks and other holes. Radon exposure is the second leading cause of lung cancer, after smoking. Radon exposure is the second leading cause of lung cancer, after smoking.

**CTLS is Not an Alternative to Cessation**  
 Patients should be encouraged to quit smoking as soon as possible. Lung cancer screening with a low-dose CT scan is not a substitute for quitting smoking. Lung cancer screening with a low-dose CT scan is not a substitute for quitting smoking.

**7 FDA-Approved Tobacco Cessation Medications**  
 Nicotine replacement therapy (NRT), bupropion, and varenicline are the most commonly used medications for smoking cessation. NRT includes patches, gum, inhalers, and lozenges. Bupropion and varenicline are prescription medications.

**Where to Refer Patients Who Agree to be Screened**  
 CTLS should be performed at a facility that is approved by the American College of Radiology (ACR) and has a board-certified radiologist. The American College of Radiology (ACR) is a professional organization of radiologists. The American College of Radiology (ACR) is a professional organization of radiologists.

**What to Do After Abnormal Results**

1. **Review ACR LungRAD5<sup>5</sup> for follow-up of abnormal results.**
2. **Discuss Findings** with the patient and their family.
3. **Refer to the Oncology Specialist** for further evaluation and management.
4. **Provide Survivorship Care** plans and discuss the patient's long-term health and well-being.

**LuCa National Training Network**  
 www.lucatraining.org



## COLON

### Colon Cancer Initiatives

#### Kentucky Colon Cancer Screening Program

The Kentucky General Assembly passed legislation in 2008 establishing the Kentucky Colon Cancer Advisory Committee, which was charged with establishing the Kentucky Colon Cancer Screening Program (KCCSP), a statewide public awareness colon cancer screening campaign. The legislation established for the Kentucky Cabinet for Health and Human Services to contract with Kentucky Cancer Program at the University of Louisville and the University of Kentucky to create a colon cancer screening, education, and outreach program in the state's 15 Area Development Districts.



During the 2020-2021 fiscal year, the Kentucky Department for Public Health contracted with Kentucky Cancer Programs (KCP) at both universities to implement an outreach campaign promoting KCCSP to state residents, primary care providers and other organizations.

#### Integration of Social and Digital Media for Outreach

After many events were canceled because of the pandemic, KCP started the integration of social and digital media into community outreach strategies. RCCSs took advantage of Zoom and other virtual platforms to engage with

coalitions, clinics and health care providers. New materials were developed, and social media was utilized to encourage screenings that were delayed because of Covid. Of special note, KCP launched their first official campaign after filming a [video tour](#) of the Inflatable Colon to promote KCCSP and colon cancer screening. A digital marketing agency posted it to digital and social media and then provided user metrics to evaluate the effort.

An advertisement featuring a smiling man with glasses and a light blue shirt. The text reads: "45 or Older? Ask your healthcare provider about colon cancer screening options. Call 877-597-4655 if you are uninsured or have a high deductible and need help with cost." Below the text are logos for kyccancerlink, KCP (Kentucky Cancer Programs), and Kentucky Public Health.

**45 or Older?**  
**Ask your healthcare provider about colon cancer screening options.**  
**Call 877-597-4655 if you are uninsured or have a high deductible and need help with cost.**

kyccancerlink KCP Kentucky Cancer Programs Kentucky Public Health

## Primary Care Office Visits to Boost Colon Cancer Screening

KCP visited offices across the state to conduct brief interventions with primary care providers and other medical staff during the biennium to boost colon cancer screening rates. A KCP signature toolkit of information was shared with a special focus on resources available to their low income and uninsured patients eligible for services through KCCSP. Colonoscopy and evolving stool-based testing for at home screening, which can help reach patients adverse to pre-op procedures, were also discussed.



## ***Dress in Blue, Colon Cancer Education and Outreach***

KCP stepped up to partner with the Colon Cancer Alliance in 2009 to lead the annual Dress In Blue Day campaigns for Kentucky. These March Colon Cancer Awareness Month initiatives remain popular across the state. RCCSs spearhead colon cancer awareness, education,

and screening in communities all year long through health fairs, Incredible Colon events and educational programs.

KCP had to find new ways to reach people when COVID-19 forced the cancelation of many events. Digital marketing, social media and electronic communication were utilized to double the reach of print, radio and television messaging.

### ***Biennial Highlights:***

- **5,932** Participants reached at health fairs, Incredible Colon events and other activities
- **33,566** Educational and messaging materials distributed
- **264,000+** Kentuckians reached through traditional and social media
- **154** Surveys completed by participants



## BREAST

### Kentucky Women's Cancer Screening Program

KCP has partnered with the Kentucky Department for Public Health (KDPH) for decades to link local communities, including patients and health care providers, to federal and state funded cancer services. That vital role continued during the 2020-2022 biennium with the Kentucky Women's Cancer Screening Program (KWCSPP), which is one of the state's most important resources for breast and cervical cancer screening among the uninsured.



The biennium was a period of transformation for many organizations, including the Kentucky Department for Public Health. COVID paused normal routine screenings for a short period of time and fear plagued many Kentuckians to return to screening. KCP created virtual messages to providers across the state encouraging them to promote screenings and ensure safety to patients. KCP continued academic detailing visits with health systems, primary care offices and federally qualified health centers both in-person and virtually to promote the program and navigate program eligible patients to screening. At the same time, KCP at UofL continued to update online training modules with guideline changes and to support the online delivery to local health department staff and KWCSPP contracted healthcare providers across the Commonwealth. It is anticipated that these critical roles to ensure patient equitable access to the KWCSPP will continue into the next biennium.



#### **Highlights:**

- Seven web-based continuing education training modules are offered on [ky.train.org](http://ky.train.org). During the biennium, **423** healthcare professionals completed modules.
- RCCSs visited **998** healthcare providers and/or practices serving uninsured or underinsured women and the Medicaid population throughout the state.
- KCP coordinated exhibits at nine professional conferences and conducted one-on-one visits with **1,000+** healthcare professionals.

## Primary Care Provider Engagement in KWCS

RCCSs visited primary care offices during the biennium to share breast cancer screening resources with physicians, nurse practitioners, nurses and other medical providers. KCP's signature "Cancer Prevention and Screening Resources; A Toolkit for Primary Care Providers in Kentucky" was distributed as part of these brief interventions to introduce patient screening and treatment resources available through KWCS and the Kentucky Breast Cancer Treatment Program.

**Kentucky Women's Cancer Screening Program**  
**FREE Mammograms and Pap Tests**

**Eligibility Requirements:**

- Age 21 or older
- Has a household income at or below 250% of the federal poverty level
- Has no health insurance (no Medicare, no Medicaid, or no private health insurance)

**All I Need to Know is Where I Need to Go!**  
**Call 1-844-249-0708!**

For a list of contracted screening providers, scan this QR code and scroll down to the state map.

**Kentucky Women's Cancer Screening Program**



## Kentucky Breast Cancer Research and Education Trust Fund

Proceeds from the sale of breast cancer license plates and contributions from tax refunds support the Kentucky Breast Cancer Research and Education Trust Fund administered by the Kentucky Department for Public Health.

KCP at UofL received a grant during the biennium to recruit under screened Medicaid recipients for breast cancer screening partnering with Managed Care Organizations and other community partners. Special screening events were planned in two area development districts, which provided women with a thank you gift after screening. A total of **26** women registered for the special screening days and **14** were screened.

## Horses and Hope

Horses and Hope, established in 2008 in collaboration with former First Lady Jane Beshear and her Pink Stable, has been one of KCP's most successful programs. The initiative was started to increase breast cancer awareness, education, screening, and treatment referrals among Kentucky's signature horse industry. Public interest in Horses and Hope led to outreach services for other at-risk populations and events honoring breast cancer survivors, and ultimately to a fundraising campaign for a new mobile cancer screening van. In honor of the 10th anniversary, Paul Miller Ford donated the pink Ford Mustang which was the pace car for the 2011 NASCAR World Spring Cup, which now travels the state for exhibitions. Programs continue today with support from Churchill Downs, the North American Championship Rodeo, along with many donations from friends of Horses and Hope. Thank you!



### Cancer Screening Van

The Horses and Hope Cancer Screening Van operated by UofL Health Brown Cancer Center is on the road daily to deliver life-saving services. Services are offered to both insured and uninsured individuals including the medically underserved horse industry workers at thoroughbred racetracks in collaboration with the Kentucky Racing Health and Welfare Fund and the Kentucky Women's Cancer Screening Program. The van is supported by KCP, the Kentucky African Americans Against Cancer, and bilingual outreach workers. While Corvid shortly interrupted operations during the biennium, van services pivoted without delay to outdoor tent and in-car registration. Staff endured cold and rainy temperatures in an effort to comply with Corvid protocols. Many new patients gravitated to the mobile service perceived to be safer than entering large crowded medical facilities.



During this biennium, the van provided **3,044** mammograms.

## Kentucky State Fair Cancer Screenings

Corvid brought cancer screenings to a grinding halt at the 2020 Kentucky State Fair where historically KCP delivers the largest number of services to Kentucky residents from across the state during the 11-day event.

Fortunately, preparations to offer a safe venue had been established

by the 2021 summer event when KCP managed to double the size of exhibit space to offer



social distancing for skin, prostate, colon, breast, and lung cancer screening and referral operations. A new toilet tissue tower to promote colon cancer screening was added to generate conversations around notably one of the most preventable cancers yet dreaded detection examinations.

KCP is extremely grateful to long term partners Anthem Blue Cross and Blue Shield, the Kentucky Dermatological Association, Kentucky Prostate Cancer Coalition, and UofL Health for making this event possible!

Approximately, **5,000** people are educated each year.

Skin Cancer Screenings: **283**

Prostate Cancer Screenings: **166**

Breast Cancer Screenings: **131**



## HEALTH EQUITY



A leader in addressing cancer health equity, KCP stepped up over 30 years ago to engage disenfranchised populations through culturally designed initiatives to reduce cancer incidence and mortality, focusing initially on African Americans and then expanding to include Hispanics as the numbers grew in

Kentucky. KCP is proud to continue innovative education, outreach, screening, and patient/family support services today, facilitating equitable access through community and professional education; delivering mobile screening services; and streamlining access to government sponsored screening programs through health systems, federally qualified health centers and primary care providers.

### Harriett B. Porter Cancer Education and Research Endowment

The Harriett B. Porter Cancer Education and Research Endowment was established in 2004 at the Brown Cancer Center to fund outreach programs in Metro Louisville to reduce cancer health disparities, as well as to support health equity research. KCP and KAAAC are grateful to be the recipient of this funding to support community outreach programs along with patient/family services at the West Louisville KAAAC office in partnership with Gilda's Club



Kentuckiana. The Endowment was created with a gift from Woodford Porter and family.

Donations can be made at: <http://give.louisville.edu/PorterCancerPrevention>

## Kentucky African Americans Against Cancer (KAAAC)

KAAAC, sponsored by KCP at UofL, 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 and continues today with programs throughout Metro Louisville.



KAAAC takes advantage of their home at the Republic Bank YMCA in the heart of West Louisville to reach uninsured and underinsured individuals in need of cancer screening.

African American nurses and outreach workers coordinate and promote annual special events on location:

- Dress in Blue Day in March with the Inflatable Colon: **90 people educated, with six receiving FIT tests from Norton**
- Mother's Day Mobile Mammography Screening: **34 women screened**
- Free Father's Day Prostate Cancer Screening with Metro Council President David James: **68 men screened**



### Calling all men 45+

**FREE Father's Day Prostate Cancer Screening**  
Screening consists of PSA blood test only.

Saturday, June 10  
10:00 am to 2:00 pm  
Republic Bank YMCA  
1720 West Broadway

Call to schedule an appointment  
(502) 852-6318.  
Walk-ins welcome.



Honorary Chair  
David James  
Deputy Mayor,  
Louisville Metro



**Father's Day Picnic Celebrate Juneteenth with your father!**

Get screened, enjoy a picnic lunch, and receive a free KAAAC t-shirt!

Finding cancer early might save your life! Talk to your doctor to find out what cancer screenings are right for you. Do it for those you love!



The Harriet B. Porter Education and Research Endowment was established at the Boon Cancer Center, University of Louisville in memory of Harriet B. Porter. Proceeds from the Endowment are used to fund outreach and research programs to reduce cancer health disparities. Throughout her life, Harriet Porter, a teacher and breast cancer survivor, promoted cancer prevention and early detection and supported breast diagnosed cancer patients.

For the Love of Harriet and for those you love, consider making a tax-deductible contribution to the Endowment. Your donation will be used to support cancer education and screening programs in Louisville's African American community. Visit: <https://give.louisville.edu/PorterCancerPrevention>

For the Love of Harriet  
Get Screened for Cancer

WAVE 3 news coverage of the prostate cancer screening event:

<https://www.wave3.com/2022/06/25/dozens-attend-free-screenings-prostate-cancer-west-louisville-saturday/>

- For the Love of Harriett...Pink Ribbon Tea Parties were held in October to bring multi-generations of ladies to learn about breast cancer screening; schedule a mammogram appointment; register for Sista Strut; and enjoy networking in KAAAC's West Louisville office. Over 150 people turned out for the pink parties!



### Faith and Action

KAAAC is proud of Faith and Action, their signature health equity initiative for African American churches where faith-leaders are ambassadors to share cancer information and promote special events to their congregations and neighborhoods. Many churches deferred services during the pandemic; however most have been eager to resume mobile mammography screenings and special events like Dress in Blue Sunday. They have also started to once again reach out to KAAAC with invitations to health fairs and other church events.

### Sista Strut

Every October, KAAAC looks forward to the popular pink tutu Sista Strut, an annual fundraiser nationally sponsored by iHeart Radio. Designed to raise breast cancer awareness among African Americans, participants show up in pink tutus to celebrate the occasion. KAAAC is not only awarded proceeds from this event to support community outreach programs but is also given the opportunity to disseminate information and appear in the media to promote breast cancer screening.





## **Hispanic Outreach**

KCP has deep ties to the Hispanic population in Metro Louisville and in western Kentucky through farm outreach services, faith-based initiatives, worksites, and Horses and Hope programs at the thoroughbred

racetracks. Cancer control specialists and bilingual outreach workers have been providing culturally designed community outreach and screening to Hispanic women and men for almost 20 years. The mobile mammography van visits churches with Hispanic ministries and Kentucky thoroughbred racetracks to provide breast cancer screening at no charge to uninsured patients. KCP is proud of their trusted relationship with back stretch workers, sponsoring educational breakfasts; providing services at health fairs; and delivering cancer screenings. The pink Horses and Hope Pink Ford Mustang is always welcome on the backside!

## **Researching New Health Equity Messaging**

During the biennium, KCP was pleased to be a part of two research endeavors to improve messaging to the Hispanic and African American populations.

- Staff helped recruit Hispanic individuals and a Spanish speaking facilitator for focus groups sponsored by the Colon Cancer Prevention Project. The goal was to develop digital media messages to promote screening in this underserved population, which have now been disseminated.
- One of KCP's public health interns conducted focus groups among African Americans to create infographic communications to improve community understanding of health equity. The information will be integrated into KCP outreach programs.

## Survivorship



[Kentucky First Lady Britainy Beshear - Breast Cancer Awareness And Screening](#)

Breast Cancer Awareness Month. A commemorative Celebration of Hope pin of the Kentucky Governor's Mansion bearing a pink heart was created. It was mailed to individuals across the state along with a message from the Beshears.

### Greetings from Kentucky First Lady Britainy Beshear

During the pandemic when much of the state was in isolation, Kentucky First Lady Britainy Beshear teamed up with KCP to lift the spirits of breast cancer survivors and patients in treatment during October,



In celebration of Mother's Day in May, the First Lady's office once again stepped up with KCP to design a greeting card with a custom packet of Forget-Me-Not seeds, encouraging breast cancer survivors to embrace spring with hope. Recipients were also invited to enjoy a video of Mrs. Beshear planting the seeds in the Kentucky Mansion garden and promoting screening mammograms to all Kentucky women on Mother's Day.

[Kentucky First Lady Britainy Beshear plants Forget-Me-Nots at the Governor's Mansion](#)

## **New West Louisville KAAAC Office with Gilda's Club Kentucky**

KCP and Gilda's Club Kentuckiana forged an exciting new partnership during the biennium to serve residents of West Louisville. A beautiful KAAAC office/Gilda's Club is open in the Republic Bank Foundation YMCA, 1720 West Broadway, to provide educational programs, patient/family support services, and special events. This location allows both organizations to expand programming to provide equitable access to underserved residents in West Louisville. KAAAC has been working in West Louisville for over 30 years and gratefully shares this new home, welcoming the opportunity to connect African Americans to valuable support services.



An opening reception was held for the community to visit the new space and to meet noted African American artists, Elmer Lucille Allen, a breast cancer survivor, and Sandra Charles, whose artworks were unveiled at the event. Ms. Charles piece was placed in the new club by the Harriett B. Porter Cancer Education and Research Endowment in memory of Harriett Porter, a breast cancer survivor, educator, and community leader who reached out to support newly diagnosed patients.

## **Mind, Body, Spirit...African Americans Living Beyond Cancer**

The new office is now also home to one of KAAAC's most popular programs. Mind, Body, Spirit...African American Living Beyond Cancer, a culturally rooted support group for cancer patients, survivors, caregivers, and families attracts 30-40 members each month. Led by trained healthcare professionals, the sessions are designed to help patients cope with diagnosis and treatment and lead them into recovery as survivors and advocates to support others...many of whom transition into KAAAC volunteers!

## **Live Strong-YMCA**

One of the many advantages of sharing space with a YMCA is Live Strong, a fitness and education program designed for cancer patients and survivors. This survivorship program is free and includes a three-month YMCA membership for participants and their families. Live Strong at the West Louisville YMCA is off to a roaring start with a full class of 12 with help from KAAAC and their members!

## 2022 Kentucky Oaks Survivors Parade

Horses and Hope was very pleased to be invited to return to Churchill Downs as a charity partner in May 2022 for the Kentucky Oaks Survivors Parade. KCP joined 148 breast and ovarian cancer survivors/guests to walk the track for a once in a lifetime opportunity to be cast into the national spotlight. A video was shown on the Jumbotron for race fans to see the Horses and Hope story and the impact of the Horses and Hope Cancer Screening Van in Kentucky.



## [Horses and Hope](#)



## Tough Enough to Wear Pink-North American Championship Rodeo

Horses and Hope is honored to be a charity partner for the Tough Enough to Wear Pink Night at the North American Championship Rodeo each November at the Kentucky Fair and Expo Center. Breast cancer survivors dressed in pink cowgirl hats show up and show out to give away pink Horses and Hope bandanas to rodeo fans. Survivors are invited into the ring to present a Horses and Hope blanket to the cowgirl who wins the barrel race.



## Pathfinder – A Guide to Cancer Resources in Kentucky



The web-based Pathfinder has attracted more than 100,000 pageviews since launching in 2015! This easy-to-use online tool, with links to a variety of cancer resources, was first developed by KCP over 25 years ago. The guide provides local, regional, state and national 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. A visit to the website [www.kycancerprogram.org](http://www.kycancerprogram.org) provides resources in the following areas:



### **Cancer Screening Tests/Tobacco Use**

Find cancer screening locations and tobacco use cessation resources.



### **Information, Referral and Navigation**

Locate hospitals, cancer centers, cancer resource centers, and other general cancer resources.



### **Patience Assistance**

Find complementary therapy, counseling, employment and rehabilitation, financial assistance and legal services, medical supplies and equipment, prosthesis and wig supplies, temporary housing and transportation.



### **Medical Care**

Connect with cancer resource centers, home health agencies, hospice, oncologists, along with pain management, physical therapy and public health centers.



### **Survivorship and Support Groups**

Find camps and retreats, support groups, grief services and patient and family services.



### **National and State Resources**

Access national and statewide organizations that provide information and services related to cancer. Many of these also have state offices located in Kentucky.

## Highlights from Kentucky's Area Development Districts

### BARREN RIVER

KCP attended the two-day Kentucky Public Health Association Conference in Bowling Green in April 2022 to promote the Kentucky Women's Cancer Screening Program (KWCS). The conference was attended by representatives of health departments, universities, and other health care organizations.



The conference provided KCP with opportunities to engage with public health officials and share KWCS resources available for the uninsured and underinsured.

In October 2020, KCP, along with Western Kentucky University Continuing and Professional Development and Abound Credit Union, held a Breast Cancer Drive-Thru event for breast cancer survivors in Bowling Green. The Top 3 Best Decorated cars and masks won prizes, while all participants received swag bags. The event allowed survivors to be recognized while maintaining social distance.



## FALLS

KCP, along with Bullitt County Health Department and Bullitt County UK Cooperative Extension Service, held Think Pink, Walk with the Giants at Bernheim Arboretum and Research Forest in October 2021.

Guests were invited to walk the trails among Bernheim's family of Forest Giants, and stop at educational tents for information on screening, early detection, and survivorship. The organizers planned a safe outdoor family-friendly event because of COVID-19. The event drew people from Louisville, Nelson County, Lexington, and other surrounding counties. Guests were excited to be able to come to an event, despite COVID, and still be recognized for Breast Cancer Awareness month.

Note: The following also featured briefly under equity.

In June 2022, KCP held a Father's Day Prostate Screening event at the Republic Bank YMCA in Louisville, specifically targeting African American men. Statistics show 1 in 8 African American men will be diagnosed with prostate cancer, while they also are 2.1 times more likely to die from the disease.

Partners were KAAAC, UofL (University of Louisville) Health Laboratory, and Omega Psi Phi's Men of Quality, Men of Faith and Yearling Club, whose members helped with promotion and



registration. Honorary chair David James, Louisville Metro Council president, shared his personal story on WAVE-3, WLOU radio and social media outlets. Former Kentucky First Lady Heather French Henry also promoted the event on social media and on her WHAS 11-TV segment. Yard signs and flyers were distributed, and churches shared with their congregations.

In all, 68 men were screened, and 55 men completed the survey. They were then treated to a free lunch from Six Forks Burger Inc. food truck and received a gift.

## GREEN RIVER



KCP worked with regional drive-through food pantries, vaccine clinics and community partner events during COVID-19 to provide cancer screening, prevention and early detection messages. Working with local hospitals, health departments and numerous community organizations, KCP was able to educate adults about various cancers, depending on the month. The project led to new partnerships and inspired staff to think of inventive ways to reach isolated communities.

KCP partnered with the Hancock County Health Coalition to provide outreach, education and promotion of the Deaconess Mobile Mammography unit to the Hawesville community. The three partners, along with the Green River District Health Department and the Hancock County Health Center, chose Hawesville because the community does not have a screening facility. Women, 40 and older who were overdue for an annual mammogram, were screened.



Women unable to attend were referred to the nearest mammography facility, while those eligible for the Kentucky Women's Cancer Screening Program were referred through the Hancock County Health Center.

## LINCOLN TRAIL

The 2020-2022 Biennium got off to a big start in the Lincoln Trail District as Hodgenville went smoke free on July 23, 2020. Kentucky Cancer Program (KCP) made its Plan to Be Tobacco Free Program available for residents who wanted to quit using tobacco. Later when the Covid pandemic hit, Plan to Be Tobacco Free was offered virtually online or by telephone call.



In addition, the Kentucky Women's Cancer Screening Program (KWCS) developed a pilot program with KCP and Kentucky Cancer Link (KCL) to expand breast and cervical screening services as a pilot project in Lincoln Trail and Barren River districts to fill gaps in their regional services. Community Health Clinic and Baptist Health Hardin became KWCS providers offering mammograms and Pap tests for uninsured and underinsured women in the Lincoln Trail region. Working together, KCP and KCL developed advertising to reach women in the two districts. KCP



assisted Baptist Health Hardin's oncology department with a cancer survivor event in June 2021, and continues to support the hospital with cancer awareness outreach by providing educational materials and reminder incentives for cancer awareness months.

KCP worked with the Lincoln Trail District Health Department in March 2022 to promote colon cancer awareness and educate the individuals about free colon cancer screening services available offered by the Kentucky Colon Cancer Screening Program (KCCSP) to uninsured and underinsured, low-income individuals. Cancer Control Specialists visited provider practices with details about the screening program and provided tailored yard signs promoting the program with the help of community partners.

A poster for the Kentucky Colon Cancer Screening Program. The top half has a blue background with white text: 'COLON CANCER SCREENING SAVES LIVES' and 'BUT ONLY IF YOU GET TESTED!'. Below this is a photo of two women talking. The bottom half has a white background with blue text: 'You may qualify for a free colonoscopy if you are: Age 45-75, Uninsured, Underinsured (high deductible plan), A Kentucky Resident. Includes Legal immigrants: green card holders, student/work visas, refugees'. It also says 'For more information about eligibility guidelines, please call Kentucky CancerLink 877-697-4655'. At the bottom, it says 'This program is funded by the Kentucky Colon Cancer Screening Program' and features logos for Kentucky CancerLink and Kentucky Public Health.

## PENNYRILE

KCP partnered with Community Medical Clinic and the Christian County Health Department to reach 120 community members through the Kentucky Cancer Consortium (KCC) Christian County Colon Cancer Initiative project. The goal was to increase colon cancer screenings in adults 50 and over among Christian County's vulnerable population, based on KCP and KCC data. In-person education took place at Durrett Avenue Missionary Baptist Church and Freeman Chapel Church, both primarily African American congregations, and at the Oak Grove Community Center, which reached both low-income and



African American populations. In addition, colon cancer screening education was provided at a third African American church and a Hispanic church. Evaluations indicated 93 percent of participants gained knowledge of colon cancer screening and resources and 85 percent planned to speak with a healthcare provider about screening.

KCP is a member of the Pennyrile Diabetes Coalition, along with several other health agencies in the region. Coalition members meet quarterly and work together to provide community members with education regarding diabetes, heart disease and cancer, as these diseases share many risk factors and lifestyle choices.



The coalition specifically targeted Trigg, Lyon, Crittenden and Livingston counties, in various capacities, including Senior Citizens centers, grocery stores and pharmacies. At these events, participants have their blood pressure and blood sugar checked and learn about cancer screenings. KCP RCCS Jamie Knight also speaks with community members about tobacco cessation and makes referrals for cancer screenings for those who are eligible.

## PURCHASE

KCP partnered with the UK Cooperative Extension Service offices in McCracken and Calloway counties to offer seven-week nutrition education classes for cancer patients, survivors and caregivers, as part of a Kentucky Cancer Consortium (KCC) Survivorship project. Staff from Baptist Health Paducah and Mercy Health Lourdes spoke weekly at the McCracken classes, while Murray-Calloway County Hospital cancer center staff contributed in Calloway.



The hospitals, that were unable to provide their own classes because of COVID-19 restrictions appreciated the opportunity to provide

information about oncology services, genetic counseling and available screenings. Participants received a refresher on basic nutrition, while learning healthy recipes and healthy food substitutes. A celebration, with food and prizes, concluded the lessons.

KCP and Texas Roadhouse once again teamed up to host a Breast Cancer Survivors' Luncheon in 2021, after missing a year because of COVID-19. More than 75 survivors enjoyed a free meal provided by the restaurant and a program planned by KCP. Surgeons Danny Howard, MD, from Mercy Health Lourdes, and Kristin Williams, MD, from Baptist Health Paducah, spoke about the latest developments in breast cancer treatment. KCP gave prizes to the winners of a decorated mask contest, while every survivor received a gift. Drs. Howard and Williams, as well as Ryan and Joelle Long from Texas Roadhouse, received Horses & Hope glasses as a token of appreciation.

