

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Tuesday, September 4, 2001 from 1:00PM - 5:00PM (cont'd)

A3: Model to Eliminate Population Disparities with Case Studies

[Room: STOCKHOLM - Convention Level]

Prevention initiatives are comprehensive when, in addition to the dimension of time (e.g., the earlier the better), they also consider geography or the fact that communities are typically homogenous with respect to housing and school patterns. This presentation will introduce and examine a proposed model for eliminating population disparities that is both flexible and inclusive. The model suggests that all groups can be placed along a continuum of community, which in turn informs top-down strategies related to resource allocation, assessment, design, implementation and evaluation of interventions. Principles associated with use of the model include explicit assessment of heterogeneity, ethical application of diversity and inclusivity, and assumptions that allow for the unique character of respective communities or population groups. The model provides a basis to reject ineffective interventions that serve to create/maintain gaps in health status and well-being.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss determinants of community and race and implications for a comprehensive approach to defining and eliminating population disparities.
- 2) Identify factors associated with developing interventions that are "Community Competent" and why traditional approaches to cultural competency are limited with respect to population disparities.
- 3) List the indicators for defining disparate populations.

Moderator:

Robert G. Robinson, DrPH; Centers for Disease Control and Prevention

Instructors:

Robert G. Robinson, DrPH; Centers for Disease Control and Prevention

Lawrence Shorty, BA; University of North Carolina at Chapel Hill

Dianne Wilson, BA; South Carolina African American Tobacco Control Network (SCAATCN)

A4: Intervention Mapping

[Room: TRINIDAD - Convention Level]

Developing theory and evidence-based programs for health education and health promotion. This practical step-by-step program for creating effective interventions uses the best information from behavioral and social sciences.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Assess needs and assess definition of proposed behavioral and environmental change.
- 2) Create matrices of proximal program objectives.
- 3) Develop programs, selecting theory-based intervention methods, practical strategies, and intervention components.

Moderator:

Charles Green, MA, MFA; Centers for Disease Control and Prevention

Instructors:

Kay Bartholomew, EdD, MPH; University of Texas at Houston

Nell Gottlieb, PhD; University of Texas at Austin

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Tuesday, September 4, 2001 from 1:00PM - 5:00PM (cont'd)

A5: Optimizing Surveillance Using Cancer Registry Data

[Room: COPENHAGEN - Convention Level]

The purpose of this course is to foster more comprehensive and cost-effective cancer surveillance using population-based data from central cancer registries. A broad definition of surveillance is intended, including prevention, etiologic research, diagnosis/detection, patterns of care, incidence, survival/mortality, and epidemiologic research. This course is intended for new and current users of cancer registry data for surveillance purposes

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe current practices related to cancer surveillance.
- 2) Describe the etiologic and epidemiological research uses of cancer surveillance data.
- 3) Identify issues related to resource allocation for cancer control.

Moderator:

Jim Enders, MPH, CTR; Centers for Disease Control and Prevention

Instructors:

Tim Aldrich, PhD, MPH; University of South Carolina

Herman R. Menck, MBA; Consultant

Tom Tucker, MPH; Associate Director, Lucille Parker Markey Cancer Center

Donald Austin, MD, MPH; Oregon Health Sciences University

A6: Behavioral Risk Factor Surveillance System (BRFSS) Prevalence Training (Computer Course)

[Room: SYDNEY/ZURICH - Convention Level]

The Behavioral Risk Factor Surveillance System (BRFSS) Prevalence Training was developed as a joint initiative between the Behavioral Surveillance Branch at the Centers for Disease Control and Prevention and the Council of State and Territorial Epidemiologists. This course is designed to provide new BRFSS data users with tools and background information to understand and interpret routine BRFSS analysis. This training is intended for a general audience and is tailored to using and interpreting BRFSS Prevalence Reports and online BRFSS Prevalence Data. Prior statistical or epidemiological training or experience is not required for this training.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe and interpret prevalence estimates.
- 2) Explain the importance of weighing survey data.
- 3) Use confidence intervals as an important estimate of precision of prevalence estimates and to see if there is a significant difference in prevalence across groups (known as the "eyeball test").

Instructor:

Carmelle Goldberg, DEC, BA, MSc; Centers for Disease Control and Prevention

A7: Risk Communication

[Room: MADRID - Convention Level]

This course will introduce participants to the basic principles of risk communication, the contexts in which risk communication techniques can be applied, and several strategies that can be used in hostile environments/situations.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Define the term "risk communication" and name at least five principles of risk communication.
- 2) Name three situations in which it would be appropriate to apply risk communication techniques.
- 3) Explain two risk communication strategies that can be used in hostile situations and apply the principles of risk communication to the development of a health communication plan to address a public health problem.

Moderator:

Charles Green, MA, MFA; Centers for Disease Control and Prevention

Instructor:

Tim L. Tinker, DrPH, MPH; Widemeyer Communications

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Tuesday, September 4, 2001 (cont'd)

12:30PM – 5:00PM

A8: Guidance and Tools for Comprehensive Cancer Control (CCC) Planning

[Room: CHAMPAGNE - Lobby Level]

The goal of the course is to provide participants with an understanding of the building blocks model and how it could be adapted to their state planning process. The building blocks are 1) enhancing infrastructure, 2) mobilizing support for CCC, 3) assessing/addressing cancer burden, 4) utilizing data for CCC planning, 5) building partnerships, and 6) conducting evaluation. Each participant will receive the new document, "Guidance & Tools for Comprehensive Cancer Control Planning."

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe a model planning process to develop a comprehensive cancer control plan.
- 2) List three actions your state can take toward developing comprehensive approaches for cancer control.
- 3) Identify two specific tools, techniques or resources that could be adapted to your state's comprehensive cancer control planning process.

Moderator:

Leslie S. Given, BA, MPA; Centers for Disease Control and Prevention

Instructors:

Heidi Holt, MPA; Centers for Disease Control and Prevention

Phyllis Rochester, PhD; Centers for Disease Control and Prevention

Anita Teague Ruff, MPH, CHES; Centers for Disease Control and Prevention

Tina F. Gill, MAIOC, BAA; Centers for Disease Control and Prevention

Leslie S. Given, BA, MPA; Centers for Disease Control and Prevention

Margie R. Harris, RN, MPH; Illinois Department of Public Health

Linda H. Linville, PhD; University of Kentucky

1:00PM – 5:00PM

Oral Cancer Work Group Meeting

[Room: PICARD/CHABLIS - Lobby Level]

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 (cont'd)

11:00AM – 12:30PM TOPIC DISCUSSIONS (B)

B1: Cervical Cancer Etiology and Human Papillomavirus (HPV) Infection

[Room: YUKON/RIO/GRANDE/McKENZIE - Lobby Level]

At this session we will first review the epidemiology of cervical neoplasia and in particular its association with various HPV histological subtypes. We will then focus on the incidence and duration of HPV infection, including specific risk factors associated with its acquisition and persistence, and how the natural history of HPV infection may affect the risk of development and progression of cervical neoplasia. Finally, we will present some of the new and innovative molecular and pathological theories that are currently being explored with respect to the role of HPV in cervical carcinogenesis.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the various HPV histological subtypes and their relation to cervical neoplasia.
- 2) Identify the specific risk factors for HPV infection.
- 3) Discuss some new and innovative molecular and pathological theories currently being explored about the role of HPV in cervical carcinogenesis.

Moderator:

Bernard Harlow, PhD; Harvard Medical School

Speakers:

Linda Ahdieh, PhD; Johns Hopkins University School of Public Health
Gloria Y.F. Ho, PhD; Albert Einstein College of Medicine
Christopher P. Crum, MD; Harvard Medical School

B2: Genetics Testing: Ready for Prime Time?

[Room: IMPERIAL BALLROOM - Convention Level]

This session begins with an overview of basic genetics. Discussion will center around malignant transformation, which explains the series of mutations that accumulate to transform a normal cell into a cancer cell. This section also explains that in a small percentage of cancers, one mutation is inherited and that the inherited (or germline) mutation is in every cell in the body, not only the somatic cell that will become a cancer cell. These cancers are considered to be hereditary, while the majority of cancers in which there is no inherited mutation are called "sporadic." Breast and colon cancers are used as models. A discussion will follow that will examine the considerations necessary prior to promoting genetic testing of late-onset disease in the public health arena. The session will close with a presentation on the contributions of genetic testing to provider decision-making and patient treatment.

Session Objective(s)

At the end of this session, participants will be able to

- 1) Discuss how cancer is a genetic disease with respect to the accumulation of mutations in somatic cells.
- 2) List criteria for genetic testing for late-onset disease.
- 3) Recognize uses of genetic testing for patient management.

Moderator:

Ingrid Hall, PhD, MPH; Centers for Disease Control and Prevention

Speakers:

Karen Steinberg, PhD; Centers for Disease Control and Prevention
Marta Gwinn, MD, MPH; Centers for Disease Control and Prevention
Maren Scheuner, MD, MPH; Cedars-Sinai Medical Center

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 11:00AM - 12:30PM (cont'd)

B3: Eliminating Health Disparities in Cancer Prevention and Control – National Efforts **[Room: SYDNEY - Convention Level]**

This session will address issues related to the burden of cancer among minorities, including incidence, mortality, and survival, as well as discuss programs and strategies that are being used to address the problem. Speakers will present information on how “best practices” are being identified, including which strategies are working and which need improvement to determine what else should be done to address the burden of cancer among minorities via cancer legislation, funding, partnerships, research, etc.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the burden of cancer among minorities (including incidence, mortality, and survival).
- 2) State information about programs or strategies that are used to address the problem (while identifying “best practices”) and understand which strategies are working to address the problem and which strategies need improvement.
- 3) Identify what else should be done to address the burden of cancer among minorities (via cancer legislation, policy, funding, partnerships, research, etc.).

Moderator:

Tamikio Bohler, MPA; Centers for Disease Control and Prevention

Speakers:

Refugio Rochin, PhD; Smithsonian Center for Latino Initiatives

Zora K. Brown, BA; Breast Cancer Resource Committee

Douglas E. Morse, PhD; New York University College of Dentistry

Jennifer Stoll-Hadayia, MPA; National Asian Women’s Health Organization

B4: Cancer and Economics: Costs and Cost-Effectiveness Issues **[Room: AMSTERDAM - Convention Level]**

This session will focus on the economic issues of cost and cost-effectiveness related to cancer detection, diagnosis, and treatment. A theoretical discussion of the major challenges facing any cost-effectiveness analysis will be presented first, followed by a discussion of the approaches for dealing with each challenge based on recommendations from national advisory groups and recent applications in the published literature. The empirical estimates of the economic burden of 14 major cancer sites, based on SEER-Medicare linked data, will be reported next with an analysis of the adjustments necessary to scale up Medicare payments to reflect national expenditures.

Session Objective(s):

At the end of this session, participants will be able to

- 1) List the major challenges confronting cost-effectiveness analysis of any intervention that targets prevention, diagnosis, or treatment of cancer and understand the approaches to dealing with these challenges.
- 2) Describe methods for using Surveillance, Epidemiology, and End Results (SEER) Medicare-linked database to estimate aggregate annual medical treatment expenditures for 14 most common cancer sites.
- 3) Describe the economic tools and methodology commonly used to evaluate cancer intervention and to estimate the economic burden of cancer.

Moderator:

Sajal K. Chattopadhyay, PhD; Centers for Disease Control and Prevention

Speakers:

Joseph Lipscomb, PhD; National Cancer Institute

Martin Brown, PhD; National Cancer Institute

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 11:00AM - 12:30PM (cont'd)

B5: Accessing Data for Cancer Control Planning
[Room: ZURICH/LONDON - Convention Level]

A wide variety of resources, Web sites, and other sources can provide data useful for cancer prevention and control efforts. This session describes selected locations where additional data that can enrich the presentation of disease burden, risk factors, and preventive health behaviors can be found and easily accessed.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Access relevant content materials from the Behavioral Risk Factor Surveillance System and display data for the Chronic Disease Surveillance Indicators.
- 2) Describe at least one purpose for linking state cancer registry data with data from the state Breast and Cervical Cancer Early Detection Program and list issues in carrying out the linkage on a routine basis.
- 3) Describe the American Cancer Society Community Assessment Process and how data are used to enhance the cancer control planning process.

Moderator:

Mary D. Hutton, RN, MPH; Centers for Disease Control and Prevention

Speakers:

Karin Mack, PhD; Centers for Disease Control and Prevention
Angela Krivonak, BS; Pennsylvania State College of Medicine
Sandy Thames; Centers for Disease Control and Prevention
Sarah Landis, MPH; American Cancer Society

B6: Building Consensus and Advocacy for Cancer Control
[Room: DANUBE/TIGRIS - Lobby Level]

This session will present examples of how advocacy has enriched cancer prevention and control efforts in the public and private sectors. An overview of the major issues and challenges advocates face in the planning and implementation of cancer advocacy programs will be presented. Additionally, each of the speakers will identify and address in detail specific compromises that were necessary to further their advocacy agenda. Finally, the speakers will discuss limitations of the methods for using scientific data for advocacy decision-making.

Session Objective(s):

At the end of this session, participants will be able to:

- 1) Identify strategies for effective advocacy and site-specific strategies for effective advocacy.
- 2) Identify compromises that can be reached when advocates and decision-makers disagree.
- 3) Apply methods for using scientific data to make advocacy decisions.

Moderator:

Frank Baker, PhD; American Cancer Society

Speakers:

Barbara Brenner, JD; Breast Cancer Action
Carol Callaghan, MPH; Michigan Department of Community Health
James E. Williams, Jr., MS, EdD; US TOO! International, Inc.

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 11:00AM - 12:30PM (cont'd)

B7: Breast Cancer: Current Behavioral Research
[Room: MADRID/TRINIDAD - Convention Level]

In this session we will cover several areas of behavioral research in breast cancer. Dr. Bobo will share national data on the correlates of mammography screening and re-screening. In particular, she will discuss the reasons why some low-income women do not return for free annual mammograms. Dr. Rakowski will discuss the development of an instrument based on the Transtheoretical Model (TTM) to assess a woman's stage of change for breast cancer screening intention as well as the processes of change for this behavior. Dr. Rakowski has expanded upon the TTM and offers new processes of change that are specific for cancer screening. Dr. Basen-Engquist will talk about her research on the quality of life and health behaviors of breast cancer survivors.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the correlates of breast cancer screening and re-screening.
- 2) List the stages of change in breast cancer screening behavior and discuss the process of change for breast cancer screening.
- 3) Discuss breast cancer survivors' quality of life.

Moderator:

Theresa Byrd, BSN, MPH, DrPH; University of Texas Health Sciences Center-Houston, School of Public Health at El Paso

Speakers:

Janet K. Bobo, BA, MSW, PhD; Centers for Disease Control and Prevention

William Rakowski, AB, MA, PhD; Brown University

Karen Basen-Engquist, BA, MPH, PhD; University of Texas M.D. Anderson Cancer Center

B8: Primary Prevention of Skin Cancer: An Update
[Room: BONN - Convention Level]

This topic discussion will update the audience on emerging issues in the area of skin cancer prevention. Several published studies have reported on the efficacy of sunscreens in preventing certain types of skin cancer; however, many organizations are stepping back and recommending sunscreens in only certain instances. An in-depth look at the science (behavioral, epidemiological, and biological) behind sunscreen use will be provided to clarify the controversy. CDC's skin awareness campaign, Choose Your Cover will be highlighted. A discussion of behavioral theories, target audience choices, and strengths and limitations of the campaign will be discussed. Last, because U.S. experience in skin cancer prevention is often compared to the Australian experience that began several decades earlier, success, failures, and characteristics of skin cancer activities in each country will be discussed for comparison.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the latest research on the efficacy of sunscreens and the biological, behavioral, and epidemiological issues surrounding the most popular method of skin cancer prevention.
- 2) Describe the intricate process of developing a national media campaign to increase skin cancer awareness, including formative and process evaluation.
- 3) Compare and contrast the Australian experience in primary prevention of skin cancer to the USA experience in relation to environmental, population, and infrastructure similarities and differences.

Moderator:

Mona Saraiya, MD, MPH; Centers for Disease Control and Prevention

Speakers:

Cynthia Jorgensen, DrPH; Centers for Disease Control and Prevention

Allan Halpern, MD, MSc; Memorial Sloan Kettering Cancer Center

John Lowe, MPH, DrPH, FAHPA, FAAHB; University of Iowa

Karen Glanz, PhD, MPH; Cancer Research Center of Hawaii

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 (cont'd)

12:30PM – 2:00PM **LUNCH [On Your Own]**
Exhibits/Cyber Expo/Posters Open [INTERNATIONAL HALL - Exhibition Level]

2:00PM – 3:30PM **TOPIC DISCUSSIONS (C)**

C1: Trends and Opportunities for On-Line Cancer Communications
[Room: BONN - Convention Level]

This session will acquaint participants with leading developments in the use of the Internet to reach communities involved in cancer prevention and control. Representatives from the National Cancer Institute (NCI) will present preliminary findings from selected cancer communications research projects and NCI initiatives to better reach consumers. This will include addressing issues of the “digital divide” and a discussion of best practices for creating Web sites that work for users. An American Cancer Society (ACS) representative will present information on its Web site’s redesign to include market research used for decision-making and strategies for reaching consumers. A panel discussion following the presentations will focus on opportunities for collaboration at state and local levels and an exploration of who are the key players in the delivery of cancer information and communications on-line.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss how to use the Internet to provide or direct consumers to information resources for cancer prevention, treatment, and support and describe the differing needs of cancer information seekers and cancer community resources on-line that can be used to meet their needs.
- 2) Identify market research insights that can be used in strategic communications planning and educational outreach.
- 3) Discuss the importance of Web site usability in the creation and retrieval of on-line resources, and identify techniques for testing on-line products to better meet the needs of cancer information seekers.

Moderator:

Susan J. Robinson, BA; Centers for Disease Control and Prevention

Speakers:

Gary Kreps, PhD; National Cancer Institute
Terry Music, BA; American Cancer Society
Janice Nall, MBA; National Cancer Institute

C2: Creating Partnerships and Collaborations for Cancer Prevention and Control
[Room: DANUBE/TIGRIS - Lobby Level]

This workshop will provide some practical tools to enhance participants’ work with collaborations, including definitions and models to determine which type of collaboration is best for different purposes; criteria for collaboration success; a collaboration checklist to help focus and prepare for collaboration; guidelines for selecting collaboration partners, goals, and activities; and outlines for partnership agreements that clarify commitments.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss how to begin new collaborations, incorporating key principles for effectiveness.
- 2) Identify different collaborative models and characteristics.
- 3) Identify appropriate partners, prepare for joint effort, and develop realistic partnership agreements.

Moderator:

Angela Owens, American Cancer Society

Speakers:

Lila R. Johnson, RN, MPH, CHES; American Cancer Society
Rolanda Warner, American Cancer Society

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 2:00PM - 3:30PM (cont'd)

C3: The Issue of Cancer Clusters: Public Perceptions vs. Public Health Practice
[Room: YUKON/RIO/GRANDE/McKENZIE - Lobby Level]

This session will feature a variety of descriptions related to the current state of public health practice for agencies receiving cluster reports. A report will be offered from the Agency for Toxic Substances and Disease Registry and the National Center for Environmental Health (the federal agencies responsible for investigating human health risks from specific chemicals not in the workplace or environmental contamination by hazardous substances); these agencies have investigated many cancer cluster reports, all across the country, and have extensive expertise to offer. This session will include perspectives from a citizen as well as that of a health reporter; it will emphasize the importance of an agency's responsiveness to citizen concerns. It will also include citizen perceptions during a cancer cluster response. The handouts for this session will include informative descriptions of the history of cancer cluster investigations in the United States, as well as a list of resources for assistance and guidance when one "answers the phone" and finds themselves beginning a response to a cancer cluster report.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Distinguish the difference between the cluster with public health significance and others.
- 2) Discuss the common misconceptions and attitudes that lead the public to report clusters and describe the best practices for public health response to citizens reporting clusters.
- 3) Describe upcoming public health initiatives from CDC and the Council of State and Territorial Epidemiologists to address cancer clusters.

Moderator:

Betsy Kohler, MPH, CTR; New Jersey Department of Health and Senior Services

Speakers:

Tim Aldrich, PhD, MPH; University of South Carolina School of Medicine

Wendy Kaye, PhD; Agency for Toxic Substance and Disease Registry

Loren Goldfarb, BA; Newsweek Productions

Tom Sinks, PhD; National Center for Environmental Health

C4: Eliminating Health Disparities in Cancer Prevention and Control: Participatory Research and Partnerships with Communities [Room: ZURICH/LONDON - Convention Level]

This session will provide an opportunity to discuss the challenges and potential benefits of community-based participatory research approaches and share some examples of how researchers have worked with communities in cancer prevention and control research and the identification of successful cancer prevention and control strategies.

Session Objective(s):

At the end of this session, participants will be able to

- 1) List three potential benefits of working with communities in community-based participatory research to address disparities in cancer prevention and control.
- 2) Describe two challenges in participatory research with communities.
- 3) Describe the determinants of community competent materials or interventions.

Moderator:

Jennie R. Joe, PhD; University of Arizona

Speakers:

Aida L. Giachello, PhD; University of Illinois at Chicago

Carlyn E. Orians, MA; Battelle Centers for Public Health Research and Evaluation

Julie Ann Erb, MPH; Cherokee Nation Health Services

Robert G. Robinson, DrPH; Centers for Disease Control and Prevention

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 2:00PM - 3:30PM (cont'd)

C5: CDC Guidelines for School Health Programs to Prevent Cancer
[Room: SYDNEY - Convention Level]

Well-designed, well-implemented school programs to prevent tobacco use and addiction have proved effective in preventing tobacco use. Similar skin cancer prevention programs hold great promise for preventing this common adult cancer. School health programs can provide prevention education during the years when the risk of starting smoking and laying the foundation for skin cancer are greatest. CDC's Guidelines for School Health Programs were designed to help schools achieve national health and education goals and include recommendations for ensuring quality school health programs in these areas.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the major guidelines for school health programs to prevent tobacco use and skin cancer.
- 2) Explore efforts by CDC to help schools implement these guidelines.

Moderator:

Sharon J. Burton, MPA; Centers for Disease Control and Prevention

Speakers:

Linda Crossett, RDIT; Centers for Disease Control and Prevention

Jane Pritzl, MA; Centers for Disease Control and Prevention

Karen Glanz, PhD, MPH; Cancer Research Center of Hawaii

C6: Comprehensive Cancer Prevention and Control: Using Evidence to Guide Activities
[Room: MADRID/TRINIDAD - Convention Level]

Evidence-based public health includes the development, implementation, and evaluation of effective programs through the systematic use of data and research to guide activities. This panel will present examples of how evidence has influenced the planning, implementation, and evaluation of comprehensive cancer prevention and control interventions. Representatives from national organizations will join with representatives from selected states, tribes, and local initiatives to demonstrate how data have been used to guide comprehensive cancer control activities in various locations and for different purposes. The importance of evidence in the development of activities will be illustrated by specific examples of priority initiatives, interventions, activities, and products developed as a result of the use of data; how data and evidence have informed these processes will be illustrated.

Session Objective(s):

At the end of this session, participants will be able to

- 1) List three activities for which data have been used to enhance comprehensive cancer control efforts.
- 2) Describe the rationale for using evidence-based approaches to build and sustain planning and implementation of comprehensive cancer control.
- 3) Identify lessons learned from three of the examples presented.

Moderator:

Kevin Brady, MPH; Centers for Disease Control and Prevention

Speakers:

Leslie Given, BA, MPA; Centers for Disease Control and Prevention

Bruce Black, PhD; American Cancer Society, National Home Office

Eddy Bresnitz, MD, MS; New Jersey Department of Health and Senior Services

Kurt Schweigman, MPH; Northwest Portland Area Indian Health Board

Tim Byers, MD, MPH; University of Colorado School of Medicine

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 2:00PM - 3:30PM (cont'd)

C7: Session 1 of 3: Guide to Community Preventive Services, Secondary Prevention
[Room: IMPERIAL BALLROOM - Convention Level]

This session will provide information on progress in the development of a Guide chapter on cancer prevention and control and related chapters. The focus of the cancer chapter is on secondary prevention. The first presentation will provide information on the Guide process, the framework for the development of the chapter, and the relationship of the Guide chapter to other cancer-related chapters, such as smoking, physical activity, and immunizations. The second presentation will summarize progress in the development of recommendations for community interventions to increase screening for breast, cervical, and colorectal cancer. The third presentation will summarize evidence and recommendations for community interventions to increase informed decision-making for cancer screening, particularly for prostate cancer. The final presentation will summarize evidence for community-based interventions for early detection of oral and pharyngeal pre-cancers and cancers and describe the need for research and public and professional education.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss evidence behind selected recommendations for community-based interventions to increase utilization of appropriate screening for breast, cervical, and colorectal cancers.
- 2) Discuss evidence of the effectiveness of community-based interventions to increase informed decision-making for prostate cancer.
- 3) Describe needs for research and public and professional education related to oral cancer.

Moderator:

Ralph J. Coates, PhD; Centers for Disease Control and Prevention

Speakers:

Patricia Dolan Mullen, DrPH; University of Texas at Houston

Rosalind Breslow, PhD, MPH; Centers for Disease Control and Prevention

Ralph Coates, PhD; Centers for Disease Control and Prevention

Alice Horowitz, PhD; National Institutes of Health

3:30PM – 3:45PM **BREAK**
Exhibits/Cyber Expo/Posters Open [INTERNATIONAL HALL - Exhibition Level]

3:45PM – 5:15PM **ABSTRACT PRESENTATIONS (D)**

D1: Comprehensive Cancer Planning: Models and Tools
[Room: IMPERIAL BALLROOM - Convention Level]

This session will provide public health practitioners an overview of models, resources, and tools for comprehensive cancer planning.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe a strategic planning model for comprehensive cancer planning.
- 2) List resources and tools for those engaged in the planning process.

Moderator:

Jon Kerner, PhD; National Cancer Institute

Speakers and Abstract Titles [#s]:

- 3:45-4:00 Bruce Black, PhD; American Cancer Society, National Home Office
American Cancer Society Cancer Control Strategic Planning Model: Merging Theory and Data to Make Cancer Control Decisions in States and Local Communities [1068 (P)]
- 4:00-4:15 Lori Belle-Isle, MPH; American Cancer Society
Leslie Given, BA, MPA; Centers for Disease Control and Prevention
Working Together for Comprehensive Cancer Control Planning: An Institute for State Leaders [1091 (P)]
- 4:15-4:30 Leslie Given, BA, MPA; Centers for Disease Control and Prevention
Concept Mapping: A Tool in Planning for Comprehensive Cancer Control [1092 (P)]
- 4:30-4:45 Ruth A. Mohr; PhD; Michigan Public Health Institute
Early Collaboration Measurement in a Comprehensive Cancer Control Initiative [1074 (P)]
- 4:45-5:00 Patricia Brookover, Michigan Department of Health
Building a Communication Infrastructure to Support Comprehensive Cancer Control in Michigan [1072(P)]
- 5:00-5:15 Questions and Discussion

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 3:45PM - 5:15PM (cont'd)

D2: Eliminating Health Disparities: Critical Issues Impacting Success
[Room: MADRID/TRINIDAD - Convention Level]

The purpose of this session is to discuss critical economic, surveillance, and other issues related to eliminating health disparities in cancer prevention and control.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Analyze four major issues impacting success in eliminating health disparities.
- 2) Discuss a successful replication model for use among Hispanic women.

Moderator:

Sharon Burton, MPA; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 3:45-4:00 Joseph Boscarino, PhD, MPH; New York Academy of Medicine
The Impact of Race and Socioeconomic Status on Survival 7 Years after Diagnosis of Breast Cancer: the Importance of Assessing Racial and Economic Disparities [1063 (S)]
- 4:00-4:15 Kathryn Braun, DrPH; 'Imi Hale
Factors that Support and Hinder Survival Among Native Hawaiians With Cancer [1114 (S)]
- 4:15-4:30 David Espey, MD; IHS, Centers for Disease Control and Prevention
Improving the Quality of Cancer Surveillance Data for American Indians [1016 (S)]
- 4:30-4:45 Kipling Gallion, MPH; Baylor College of Medicine
How a Community-Based Cancer Screening Program Can be Successfully Replicated [1036 (S)]
- 4:45-5:00 Questions and Discussion

D3: Economic and Cost Issues in Cancer Prevention and Control
[SYDNEY - Convention Level]

The purpose of this session is to provide insights into a variety of economic and insurance issues affecting cancer prevention and control, including insurance coverage for clinical trials, difficulties in obtaining prevention coverage, and costs related to comprehensive cancer prevention and control.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Identify the cost dimensions related to comprehensive cancer control and discuss the economic issues related to health insurers and clinical trial payments.
- 2) List the challenges associated with insurance coverage for smoking cessation.
- 3) Describe the differences in colorectal cancer screening among persons with differing insurance plans.

Moderator:

Sajal Chattopadhyay, PhD; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 3:45-4:00 Glenda A. Stone, PhD; Michigan Public Health Institute
Comprehensive Cancer Control in a Collaborative Environment: An Economic Framework [1073 (P)]
- 4:00-4:15 Ann Marie Hill, MBA; New Jersey Commission on Cancer Research
Insurance Coverage for Clinical Trials: A model for Consensus and Cooperation [1041 (P)]
- 4:15-4:30 Hannah Weir, PhD; Centers for Disease Control and Prevention
The Relationship Between Cost and the Number of Cancer Cases Registered in the National Program of Cancer Registries [1081 (S)]
- 4:30-4:45 Nancy A. Freeman, BA, CHES; Wisconsin Cancer Council
Smoking Cessation as a State Employer Benefit: Challenge and Opportunity [1070 (P)]
- 4:45-5:00 Reuben K. Varghese, MD, MPH; Centers for Disease Control and Prevention
Testing for Colorectal Cancer Among an Insured Population of General Motors Corporation, 1995-1999 [1102 (P)]
- 5:00-5:15 Questions and Discussion

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 3:45PM - 5:15PM (cont'd)

D4: Surveillance and Survey Research: Important Tools for Achieving Cancer Prevention and Control Objectives
[Room: YUKON/RIO/GRANDE/McKENZIE - Lobby Level]

The purpose of this session is to provide examples of the importance and uses of surveillance and survey research for achieving and measuring progress in cancer prevention and control.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Recognize at least four ways in which survey and surveillance data are used to affect cancer prevention and control efforts, including studies using National Health Interview Survey, the Behavioral Risk Factors Surveillance System (BRFSS), and the National Program of Cancer Registries.

Moderator:

Phyllis Wingo, PhD, MS; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 3:45-4:00 Nancy Breen, PhD; National Cancer Institute
Progress in Cancer Screening over the Past Decade [1094 (S)]
- 4:00-4:15 James Walker, PhD; National Institute for Occupational Safety and Health
Occupational Cancer Mortality Surveillance Among Women in the United States [1045 (S)]
- 4:15-4:30 Deborah Holtzman, PhD; Centers for Disease Control and Prevention
Mammography and Colorectal Cancer Screening Among U.S. Women, Behavioral Risk Factor Surveillance System, 1999 [1097 (S)]
- 4:30-4:45 Rosemary Cress, DrPH; Cancer Surveillance Program
Treatment With Adjuvant Chemotherapy for Women with Ovarian Cancer: A Population-Based Study [1046 (S)]
- 4:45-5:00 Questions and Discussion

D5: Case Management and Patient Issues in Cancer Prevention and Control

[Room: AMSTERDAM - Convention Level]

The purposes of this session are to provide participants with the elements essential for case management and to stress the importance of collaborative relationships in managing patient care. The session will also address relevant issues regarding patient involvement in clinical trials and the process and challenges of establishing innovative patient education venues.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss a variety of issues related to patient management in cancer prevention and control, including case management, patient education, and clinical trials recruitment.

Moderator:

Amy S. DeGross, MPH; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 3:45-4:00 Susan F. Clark, MN; South Carolina Department of Health and Environmental Control
Case Management in South Carolina: Partnering with Other Community Health Programs for Effective Service Delivery [1010 (P)]
- 4:00-4:15 May Yassine, PhD; Michigan Public Health Institute
Survey Assessment of Case Management Services in the Michigan Breast and Cervical Cancer Control Program [1076 (S)]
- 4:15-4:30 Annette E. Kussmaul, MD, MPH; Centers for Medicare and Medicaid Services (CMS)*
National Efforts to Improve Mammogram Utilization: An Update from CMS' Peer Review Organization (PRO) Program [1044(P)]
- 4:30-4:45 Linda Burhansstipanov, DrPH; Native American Cancer Research Center
Clinical Trials Education for Native American Cancer Patients [1049 (P)]
- 4:45-5:00 Linda Fleisher, MPH; Fox Chase Cancer Center
Expanding the Boundaries of Patient Education: A Digital Cancer Prevention Education Center [1103 (P)]
- 5:00-5:15 Questions & Discussion

*formerly the Health Care Financing Administration (HCFA)

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 3:45PM - 5:15PM (cont'd)

D6: Skin Cancer Prevention: Challenges and Solutions

[Room: BONN - Convention Level]

The purposes of this session are to examine the challenges affecting the primary prevention of skin cancer and to provide examples of current primary prevention efforts.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Identify the prevalence of certain skin cancer risk behaviors among children and adults.
- 2) Discuss programs and strategies for addressing the challenges of skin cancer primary prevention.

Moderator:

Roberta Herbst, MS; Coalition for Skin Cancer Prevention in Maryland

Speakers and Abstract Titles [#s]:

- 3:45-4:00 Alan Geller, MPH, RN; Boston University School of Medicine
Suboptimal Use of Sunscreen, Adverse Sun Exposure, and Tanning Bed Use Among US Children and Adolescents [1028 (S)]
- 4:00-4:15 Vilma E. Cokkinides, PhD, MSPH; American Cancer Society
Tanning Bed Use in US Youth, 11-18 Years Old: Prevalence and Correlates [1015 (S)]
- 4:15-4:30 David L. O'Riordan, PhD; Boston University School of Medicine
Time Spent Outside: The Levels of Ultraviolet Radiation Received by Young Children [1087 (S)]
- 4:30-4:45 Kristin Kenausis, BA, MS; U.S. Environmental Protection Agency
EPA's Sun Wise School Program: Understanding Risk and Improving Children's Health [1101 (P)]
- 4:45-5:00 Questions and Discussion

D7: Strategies for the Early Detection of Cancer

[Room: ZURICH/LONDON - Convention Level]

The purpose of this session is to provide insights into how the GIS system can be used to improve program recruitment. A further purpose is to present a variety of options for introducing new screening modalities into the public health setting and improving program performance.

Session Objective(s):

At the end of this session, participants will be able to :

- 1) Discuss how one state used the Geographic Information System (GIS) to improve program performance.
- 2) List methods by which two states integrated colorectal cancer screening and prostate cancer education into an existing program.
- 3) Describe an innovative method for reminding clients and providers of breast and cervical cancer about screening needs and options.

Moderator:

Billy R. Litchfield, Jr, MPA; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 3:45-4:00 Linda L. Tvorik, BS; American Cancer Society (SC)
Vonda Evans, MPA; American Cancer Society (SC)
Improving South Carolina Breast and Cervical Early Detection Program Recruitment Strategies Through the Geographic Information System, Census Data and Combined Social Marketing and Health Behavior Data [1069 (P)]
- 4:00-4:15 Lynn S. Couey, MSW, MA; New York State Department of Health
Integrating Colorectal Cancer Screening and Prostate Cancer Education into New York's Existing Breast and Cervical Cancer Screening Program [1082 (P)]
- 4:15-4:30 Nora C. Katurakes, RN, MSN, OCN; Christiana Care Health Services
Keys to Success: A Mobile Breast Screening Program – Mammogram in Delaware [1116 (S)]
- 4:30-4:45 Michael Straight, MPH; North Carolina Division of Public Health
Colorectal Cancer Screening in Local Health Departments [1078 (P)]
- 4:45-5:00 Margy Wienbar; New Mexico Medical Review Association
Breast Health Beads: Adaptation of a Successful Intervention for the Clinical Setting [1040 (P)]
- 5:00-5:15 Questions and Discussion

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Wednesday, September 5, 2001 from 3:45PM - 5:15PM (cont'd)

D8: Building Capacity to Do and Use Evaluation: The Collaborative Evaluation Fellows Project (CEFP) as an Organizational Strategy [1080] (Panel Discussion)

[Room: DANUBE/TIGRIS - Lobby Level]

The purpose of this session is to inform participants about the CEFP and to provide them with information about becoming engaged in CEFP efforts

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the role and importance of the Collaborative Evaluation Fellows Project (CEFP) to public health evaluation efforts.

Moderator:

Patricia Rieker, PhD; Simmons College

Panelists:

3:45-4:00 Donald W. Compton, PhD; American Cancer Society, National Home Office

4:00-4:15 Kathleen Miner, PhD, MPH, CHES; Rollins School of Public Health, Emory University

4:15-4:30 Liana Richardson, MPH, Doctoral Student; University of North Carolina School of Public Health

4:30-4:45 Scott Wetterhall, MD MPH; DeKalb County Health Department

4:45-5:00 Questions and Discussion

5:30PM – 7:30PM

WELCOME RECEPTION [Room: SKYLINE - 10th Floor]

The 2001 Cancer Conference
Using Science to Build Comprehensive Cancer Programs

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

THURSDAY, SEPTEMBER 6, 2001

7:30AM – 6:00PM **REGISTRATION** [Imperial Ballroom Registration Booth - Convention Level]
7:30AM – 8:30AM **Exhibit/Cyber Expo/Posters Open** [INTERNATIONAL HALL - Exhibition Level]

8:30AM – 10:30AM **PLENARY SESSION (PL2)**
 [Room: IMPERIAL BALLROOM - Convention Level]

Science and Cancer: Where the Research Hits the Road

The focus of this plenary panel is to provide examples of how science and research influence decision making for policy makers, advocates, communication and education specialists, and those working to reduce disparities within special populations. Among the issues to be addressed: the interface of science and research in the development of public health laws, in the health advocacy arena, in the broadcast media, and in the design and delivery of health education and outreach activities; perspectives on collaborating when there are difficult and sometimes divergent approaches; importance of collaborations and partnerships in communicating science to achieve our collective goal of reducing morbidity and mortality from cancer.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe how science and research can influence decision making by policy makers, advocates, communication and education specialists, and those working to reduce disparities within special populations.
- 2) Identify approaches for integrating science and research into communications, public health laws, and public health programs, including approaches for health education and outreach activities.

Moderator:

Moon S. Chen, Jr., PhD, MPH; Asian American Network for Cancer Awareness, Research, and Training

Speakers:

The Honorable Garnet Coleman, Texas House of Representatives

Rhonda Rowland, Medical Correspondent, Cable News Network (CNN)

Elmer Huerta, MD, MPH; Director, Cancer Preventorium, Washington Hospital Center

Carolyn Bo Aldigé; President, Cancer Research Foundation of America

Frances Visco; President, National Breast Cancer Coalition

Thomas J. Glynn, PhD; Director, Cancer Science and Trends, American Cancer Society, National Home Office

10:30AM – 11:00AM **BREAK**
 Exhibits/Cyber Expo/Posters Open [INTERNATIONAL HALL - Exhibition Level]

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 11:00AM - 12:30PM (cont'd)

11:00AM – 12:30PM ABSTRACT PRESENTATIONS (E)

E1: The Power of Partnerships for Cancer Prevention and Control

[Room: DANUBE/TIGRIS - Convention Level]

The purpose of this session is to provide participants with descriptions of a variety of successful collaborative efforts for cancer prevention and control. The barriers and facilitators for establishing and maintaining collaborations will also be discussed.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss a variety of issues that affect the success of implementing and sustaining collaborative relationships for cancer prevention and control.

Moderator:

Doreleena Sammons-Posey, MS; New Jersey Department of Health and Senior Services

Speakers and Abstract Titles [#s]:

- 11:00-11:15 Marcie L. Rehmar, MS; Children's Hospital
The Power of Partnership in the Delivery of Public Education in a Comprehensive Cancer Center [1024 (P)]
- 11:15-11:30 Mickey L. Jacobs, MSHP; Texas Cancer Council
Creation and Implementation of the "Action Plan on Colorectal Cancer for the State of Texas" [1006 (P)]
- 11:30-11:45 Lavern J. Holyfield, DDS; Baylor College of Dentistry
Communities Against Spit Tobacco: A Model for Community Based Spit Tobacco Intervention [1009 (P)]
- 11:45-12:00 Rebecca P. Kelly, BSW; Lewis County Public Health Agency
Terry Pistolesi, Time Warner Cable
A Rural Collaboration with a Corporate Sponsor and the Community to Supplement Breast Cancer Treatment Costs for Low-Income, Uninsured Women [1096 (P)]
- 12:00-12:15 Lisa K. Gilbert, PhD; American Social Health Association
Evaluating a Community-Based Empowerment Intervention to Increase Awareness of Cervical Cancer Among Women of Color [1061(P)]
- 12:15-12:30 Questions & Discussion

E2: The Geographic Information System (GIS)

[Room: ZURICH/LONDON - Convention Level]

The purposes of this session are to discuss the methodological issues that may arise when using the GIS and to provide examples of the variety of public health settings in which the system may be used in cancer prevention and control efforts.

Session Objective(s):

At the end of this session, participants will be able to

- 1) List the positive and negative features associated with aggregation unit for spatial analysis.
- 2) Describe two of the methodological issues and the statistical approaches and interpretations that can subsequently be applied.
- 3) Describe three ways in which the GIS can be used to effectively direct cancer screening programs.

Moderator:

Thomas Richards, MD; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 11:00-11:15 T. Joseph Sheehan, PhD; University of Connecticut School of Medicine
Aggregation Unit for Spatial Analysis – Census Tracts, Zip Codes, or Towns? [1038 (S)]
- 11:15-11:30 Frank C. Curriero, PhD; Johns Hopkins School of Public Health
Methodological Issues in the Geographic Analysis of Prostate Cancer in Maryland [1059 (S)]
- 11:30-11:45 Jane L. McCall, MS; Baystate Medical Center
A Method to Investigate Screening Noncompliance Using a Geographic Information System [1029 (S)]
- 11:45-12:00 T. Joseph Sheehan, PhD; University of Connecticut School of Medicine
Identifying Geographical Excesses in Incidence and Proportion of Late Stage Breast Cancer in Massachusetts [1039 (S)]
- 12:00-12:15 David I. Gregorio, University of Connecticut School of Medicine
Geographic Differences in Primary Therapy for Locally Invasive Breast Cancer [1100 (S)]
- 12:15-12:30 Questions and Discussion

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 11:00AM - 12:30PM (cont'd)

E3: Comprehensive Cancer Prevention and Control: State Experiences [Room: IMPERIAL BALLROOM - Convention Level]

The purposes of this session are to provide a venue for states participating in comprehensive cancer control initiatives to discuss the barriers and facilitators to the process and to provide examples of how successful programs may be implemented.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the challenges to implementing comprehensive cancer prevention and control and discuss possible solutions.
- 2) Discuss the role of state health agencies in participating in comprehensive cancer prevention and control initiatives.

Moderator:

Sharon Marable, MD, MPH; Rhode Island Department of Health

Speakers and Abstract Titles [#s]:

- 11:00-11:15 Elizabeth Sue Haviland, MSN; Michigan Department of Community Health
Evolution of Michigan's Statewide Public-Private Partnership to Support Comprehensive Cancer Control [1077 (P)]
- 11:15-11:30 Jan Domlesky, BA; Sylvester Comprehensive Cancer Center, University of Miami
Regional Cancer Control Collaboratives in Florida: Expanding the Planning Process [1106 (P)]
- 11:30-11:45 Pamela Brown, MPA; West Virginia University
Integrating Science into Comprehensive Cancer Control Planning: Maximizing Resources in West Virginia [1111 (P)]
- 11:45-12:00 Lisa E. Paddock, MPH; New Jersey Department of Health
Working Together for Comprehensive Cancer Prevention and Control in New Jersey [1052 (P)]
- 12:00-12:15 Polly A. Hager, MSN, RN; Michigan Public Health Institute
The Michigan Cancer Consortium (MCC) Monthly Theme Calendar [1071 (P)]
- 12:15-12:30 Questions and Discussion

E4: Predictors of Screening: Provider, Patient, and System Characteristics [Room: AMSTERDAM - Convention Level]

The purposes of this session are to provide participants with the opportunity to discuss patient, provider, and system characteristics for screening, and to suggest possible interventions to access hard to reach populations.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss patient, provider, and system characteristics that have an impact on cancer screening.
- 2) Offer possible interventions for providing screening services in populations that are difficult to access.

Moderator:

Denita Dean, BS; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 11:00-11:15 Sheri Sheinfeld Gorin, PhD; Mailman School of Public Health of Columbia University
Primary Care Physicians and Breast Cancer Screening to the Underserved [1032 (S)]
- 11:15-11:30 Edward C. Mansley, PhD; Merck & Co., Inc.
Many Medicare Recipients Lack Awareness of Colorectal Cancer Screening Coverage: An Opportunity for Intervention? [1057 (S)]
- 11:30-11:45 Hee-Soon Juon, PhD; Johns Hopkins School of Hygiene
Predictors of Regular Cervical Cancer Screening Among Korean American Women [1060 (S)]
- 11:45-12:00 Jay Onysko, MA; Health Canada, Government Canada
Factors Influencing Breast Cancer Screening Interval Trends in Canadian Programs with a Biennial Screening Guideline [1064 (S)]
- 12:00-12:15 Edward C. Mansley, PhD; Merck & Co., Inc.
Colorectal Cancer Screening: Awareness, Utilization, and Barriers [1055 (S)]
- 12:15-12:30 Questions and Discussion

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 11:00AM - 12:30PM (cont'd)

E5: Professional Education for Cancer Prevention and Control

[Room: BONN - Convention Level]

The purpose of this session is to provide participants with descriptions of a variety of successful professional education interventions. Physician/provider practice issues, professional training of endoscopists, and educating health professionals about clinical trials are among the topics to be discussed.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe three approaches for educating health professionals about cancer prevention and control.
- 2) List five of the seven C's for educating providers about clinical trials.

Moderator:

Patricia Poindexter, MPH, CHES; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 11:00-11:15 Celeste Worth, CHES; University of Louisville
Breast and Cervical Cancer Screening: A Successful Model for Changing Primary care Providers' Practices [1047 (P)]
- 11:15-11:30 Francisco Santiago Tejada Reategui, MD; University of Miami
Changes in Clinical Practice Among Primary Care Providers After Attending a Conference on Cancer Prevention and Early Diagnosis [1104 (P)]
- 11:30-11:45 Angela C. Reffel, PA-C; Massachusetts Department of Public Health
Increasing Capacity for Colorectal Cancer Screening by Training Non-Physician Endoscopists to Perform Flexible Sigmoidoscopy [1022 (P)]
- 11:45-12:00 Linda U. Krebs, RN, PhD, AOCN; University of Colorado School of Nursing
Educating Healthcare Providers About Clinical Trials: the 7 C's Curriculum [1062 (P)]
- 12:00-12:15 Questions and Discussion

E6: Trends and Issues in Prostate Cancer

[Room: SYDNEY - Convention Level]

The purpose of this session is to provide participants with information on a variety of issues affecting prostate cancer, including examples of changes in the geographic distribution and characteristics of men who are screened for prostate cancer.

Session Objective(s):

At the end of this session, participants will be able to

- 1) State changes in the geographic distribution of prostate cancer in selected states.
- 2) List two characteristics of men who participate in free screening for prostate cancer.
- 3) Discuss the relationship between demographics and health behaviors for those seeking prostate cancer screening.

Moderator:

Karen Richard, MPA; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 11:00-11:15 David I. Gregorio, University of Connecticut School of Medicine
Did the Advent of PSA Testing Alter the Geographic Distribution of Prostate Cancer Incidence? [1095(S)]
- 11:15-11:30 Ann C. Klassen, PhD; John Hopkins School of Public Health
The Geographic Burden of Prostate Cancer in Maryland [1013 (S)]
- 11:30-11:45 Marva Price, DrPH, MPH, RN; Duke University School of Nursing
Follow-Up of Men Who Participate in Free Prostate Cancer Screening: Who Gets Screened and Why [1085(P)]
- 11:45-12:00 Ugo A.M. Perego, MHS; Brigham Young University
Age, Lifestyle, Health Risk Indicators, and Prostate Specific Antigen Scores of Men Participating in the World Senior Games [1033(S)]
- 12:00-12:15 Questions and Discussion

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 11:00AM - 12:30PM (cont'd)

E7: Strategies for Eliminating Health Disparities: Education and Interventions
[Room: MADRID/TRINIDAD - Convention Level]

The purpose of this session is to provide participants with a variety of examples for addressing the cancer needs of minority and medically underserved populations; from methods to improving communication of the cancer burden to examples of public education strategies.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss and describe the steps in planning and validating messages about the cancer burden among minority and medically underserved populations.
- 2) Provide examples of successful strategies for reaching underserved populations with cancer prevention and early detection messages.

Moderator:

Nicholas Iammarino, PhD, CHES; Rice University, Houston

Speakers and Abstract Titles [#s]:

- 11:00-11:15 Doris A. Abood, PhD; Florida State University
A Loss Framed Communications Approach to Increasing Mammography Screening Among Medically Under/Uninsured Women in Florida [1008 (P)]
- 11:15-11:30 JudyAnn Bigby, MD; Brigham and Women's Hospital
Developing Cultural Competence in Breast and Cervical Cancer Screening and Management Using the Voices of Women From Boston's Black Community [1042 (P)]
- 11:30-11:45 Kerri Lopez, MASW; Native American Rehabilitation Association
The Success of Incentives for Cancer Screening Recruitment in Native American Women [1083 (P)]
- 11:45-12:00 Mary Ann Foss, RN; North Dakota Department of Health [1118 (P)]
Providing Women's Health Screening to American Indian Women
- 12:00-12:15 Questions and Discussion

E8: Strategies for Communicating with Individuals, Communities, and the Media about Cancer Prevention and Control

[Room: YUKON/RIO/GRANDE/MCKENZIE - Lobby Level]

The purposes of this session are to provide insights into options for communicating cancer messages to groups and individuals and to provide participants with strategies for communicating with the media, communities, and individuals about the difficult issue of cancer clusters.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe three methods for communicating cancer messages to the media, the public, and individuals.
- 2) Discuss and describe a useful protocol for addressing communications issues related to cancer clusters.

Moderator:

James Enders, MPH, CTR; Centers for Disease Control and Prevention

Speakers and Abstract Titles [#s]:

- 11:00-11:15 Graham A. Colditz, MD, DrPH; Harvard Center for Cancer Prevention
Your Cancer Risk: An Interactive Tool for Assessing Individual Cancer Risk [1067 (P)]
- 11:15-11:30 Jennifer A. Reseck-Segall, MPH; Susan G. Komen Breast Cancer Foundation
Breast Health Materials Clearinghouse Database (MCD) [1018 (P)]
- 11:30-11:45 Stanley Cowan, MPA; Missouri Department of Health
Dealing with Media and Citizen Groups Concerning a Cancer Cluster Investigation [1003 (P)]
- 11:45-12:00 William J. Franks, MPH; Stark County Health Department
Assessing Cancer Clusters in Communities [1034 (P)]
- 12:00-12:15 Susan T. Gershman, PhD; Massachusetts Department of Public Health
Massachusetts Cancer Central [1023 (P)]
- 12:15-12:30 Questions and Discussion

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 (cont'd)

12:30PM – 2:00PM **COME FOR LUNCH - Intercultural Cancer Council (ICC) invites you to a Great American Poster Picnic with Authors [INTERNATIONAL HALL - Exhibition Level]**



Picnic lunch will be served in the tradition of the ICC Biennial Symposium. The Great American Poster Picnic presents a chance to preview posters with their authors, including posters addressing ethnic, racial, and medically underserved populations and disparities issues in cancer.

POSTER LISTING

(Poster#) *Title* (Abstract#)

- | | |
|--|---|
| <p>(P-01) <i>Cigarette Smoking Habit Canada Cancer Centre Patients</i> (1004)</p> <p>(P-02) <i>Reducing Smoking and Cancer in California: A Success Story</i> (1051)</p> <p>(P-03) <i>Achieving the HP2010 Oral Cancer Objectives: Maryland's Model</i> (1065)</p> <p>(P-04) <i>The Prevalence of Sunburn Among Adults in the United States</i> (1093)</p> <p>(P-05) <i>Use of a Collaborative to Deliver a Skin Cancer Prevention Program with Minimal Funding in Massachusetts</i> (1019)</p> <p>(P-06) <i>Oral Cavity and Pharynx Cancer Incidence Rates in the United States 1975-1996</i> (1066)</p> <p>(P-07) <i>Mammography: Subgroup-specific Effects of Questionnaire Wording on Population-Based Screening Prevalence Estimates</i> (1088)</p> <p>(P-08) <i>Georgia Comprehensive Registry vs. BreasTest and More Data Match, 1995-1998</i> (1031)</p> <p>(P-09) <i>Focus Group Findings on Black Women's Attitudes About Breast and Cervical Cancer</i> (1112)</p> <p>(P-10) <i>Uninsured Persons with Cancer, North Carolina, 1997</i> (1079)</p> <p>(P-11) <i>The Importance of Minority Participation in Cancer Clinical Trials</i> (1058)</p> <p>(P-12) <i>Community Health Workers: The Link Which Integrates Communities and Health Research</i> (1086)</p> <p>(P-13) <i>National Native American Cancer Survivors Support Network</i> (1050)</p> <p>(P-14) <i>'Imi Hale: Establishing an Inheritance for Native Hawaiians on Cancer Awareness, Research and Training</i> (1115)</p> <p>(P-15) <i>The Development and Validation of the Intercultural Cancer Council's Cancer Fact Sheets</i> (1054)</p> <p>(P-16) <i>For Patients Pursuing Watchful Waiting for Prostate Cancer; Clinical Stage, Gleason Grade, and PSA Level have Greatest Impact on Disease-Free Survival</i> (1098)</p> <p>(P-17) <i>Whole-Mounted Radical Prostatectomy Specimens Both Increase Detection of Extra-Capsular Disease and Improve Prediction of Disease-Free Survival</i> (1107)</p> | <p>(P-18) <i>Pathological Understanding in Radical Prostatectomy Specimens Exposed by use of the Whole-Mount Technique</i> (1108)</p> <p>(P-19) <i>Multifactorial Analysis of Disease-Free Survival of Prostate Cancer Patients With and Without Capsular Involvement: The Impact of Age, Ethnicity, Gleason Sum, Seminal Vesicle, and Lymph Node Involvement.</i> (1109)</p> <p>(P-20) <i>The Center for Prostate Disease Research Multicenter Prostate Cancer Database: A Retrospective Look at the Epidemiology Trends of the Last Decade</i> (1099)</p> <p>(P-21) <i>Using Research to Enhance the Effectiveness of Promotional Posters</i> (1030)</p> <p>(P-22) <i>1.800 I'M AWARE Breast Care Helpline: Model to Increase Awareness and Education</i> (1007)</p> <p>(P-23) <i>Cancer and Prescriptive Exercise: A Model Program</i> (1017)</p> <p>(P-24) <i>Likelihood of Undergoing Genetic Susceptibility Testing for Colon Cancer in the General Public</i> (1021)</p> <p>(P-25) <i>South Carolina Women's Cancer Coalition Colorectal Pilot Project</i> (1014)</p> <p>(P-26) <i>Colorectal Cancer Screening in a Community Setting</i> (1053)</p> <p>(P-27) <i>Components of a Successful Local Colorectal Cancer Awareness Campaign</i> (1002)</p> <p>(P-28) <i>The Community Guide's System Intervention to Change Provider Behavior to Increase Screening for Breast, Cervical, and Colorectal cancer.</i> (1089)</p> <p>(P-29) <i>The Community Guide: Systematic Review of Cancer Screening Programs</i> (1090)</p> <p>(P-30) <i>First Annual Progress Report Based on First Year of Implementation of the Collaboration-Based Michigan Comprehensive Cancer Control Initiative</i> (1075)</p> <p>(P-31) <i>Statewide-Community Level Resource Building Revolving Breast Cancer Fund</i> (1056)</p> <p>(P-32) <i>Creative Approaches to Funding Scientific Research</i> (1026)</p> <p>(P-33) <i>Missouri Cancer Consortium</i> (1001)</p> <p>(P-34) <i>Survey to Determine Best Practices in Cancer Pain Management in Selected North Carolina Agencies</i> (1048)</p> |
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The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 (cont'd)

2:00PM – 3:30PM TOPIC DISCUSSIONS (F)

F1: Public Health Policy and Tobacco Control: Successful Policy Interventions for Tobacco Control and Prevention
[Room: BONN - Convention Level]

Tobacco policy interventions seek to reduce tobacco use by regulating tobacco products, advertising and promotion, smoking in public places, and minors' access to tobacco products. Using the CDC/OSH Best Practices for Comprehensive Tobacco Control Programs – an evidence-based analyses that can help States determine funding priorities, plan, and carry out effective comprehensive tobacco prevention and control programs – communities can focus on preventing the initiation of tobacco use among young people, helping current tobacco users to quit, protecting people from the effects of secondhand smoke, and eliminating disparities in tobacco use. Successful federal policy interventions will be discussed. In addition, some examples of state and private tobacco control policy interventions will be featured in the presentation.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the role of legislative policy in tobacco control and prevention.
- 2) Cite examples of successful policy interventions for tobacco control and prevention.

Moderator:

Alison Kelly, MPIA; Centers for Disease Control and Prevention

Speakers:

Alison Kelly, MPIA; Centers for Disease Control and Prevention

Peter Fisher, BA; Campaign for Tobacco-Free Kids

Nina Jones; Arizona Prevention and Resource Center

F2: New Technologies and Emerging Issues in Screening for Cancer of the Colon, Breast, and Ovary
[Room: YUKON/RIO/GRANDE/McKENZIE - Lobby Level]

The purpose of this topic discussion is to identify new technologies that are emerging for cancer of the colon, breast, and ovary. New technologies for the early detection and diagnosis of breast cancer include digital mammography and magnetic resonance imaging (MRI) of the breast. Digital mammography has already been introduced and is being further evaluated, though MRI is not currently recommended for routine screening because its cost-effectiveness and relative sensitivity and specificity are uncertain. New technologies for the early detection of colorectal cancer include ultrasensitive tests for somatic (acquired) genetic mutations associated with colorectal cancer that may have future applications for screening stool specimens, and relatively noninvasive tests such as virtual colonoscopy (computed colography), which is under study but whose role in screening, and as an alternative to endoscopy, is not fully defined. Emerging issues in the early detection of ovarian cancer will also be highlighted in this session, including preventive trials that are underway to examine the effectiveness of CA125 testing and vaginal ultrasound, in reducing mortality from this disease. Routine screening for ovarian cancer is not currently recommended.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe new technologies that are emerging for the early detection of breast cancer, such as digital mammography, and reasons why such technologies do not currently replace existing screening approaches such as conventional mammography.
- 2) Discuss new technologies that are emerging for colorectal cancer screening, such as virtual colonoscopy, including their limitations in relation to recommended screening modalities such as fecal occult blood tests and flexible sigmoidoscopy.
- 3) Describe emerging issues for the early detection of ovarian cancer and reasons why routine screening for this disease is not currently recommended.

Moderators:

Sally Vernon, PhD; University of Texas at Houston School of Public Health

Steve Coughlin, PhD; Centers for Disease Control and Prevention

Speakers:

Bernard Levin, MD; University of Texas M.D. Anderson Cancer Center

William Sacks, PhD, MD; Food and Drug Administration

Nicole Urban, ScD; University of Washington

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 2:00PM - 3:30PM (cont'd)

F3: A Comprehensive Approach to Cancer Detection and Prevention Through the National Cancer Institute (NCI) Early Detection Research Network Program [Room: SYDNEY - Convention Level]

This session will address the recent developments in genomics and proteomics approaches to biomarkers discovery and validation for the early detection of cancer and for the identification of at-risk individuals. The cancer prevention program aims to reduce the incidence of invasive cancer through the early interruption of tumorigenesis. Recent research has revealed that multiple biological events at molecular, genetic, and cellular levels are required over time for the development of cancer. The development of cancer takes several years, thereby providing the opportunity for prevention strategies through the earlier detection of key biological events. Each event has a unique signature(s). These signatures, also known as biomarkers, help identify the pathways, or states of the tumorigenesis. With the rapid development of sensitive and specific biomarkers, it is now possible to define the natural history of a variety of cancers, a first step in identifying molecular targets for detection and prevention.

The NCI Early Detection Research Network (EDRN) is facilitating and supporting the discovery and application of molecular markers in earlier cancer detection and risk assessment. The Network has four major scientific components: the Biomarkers Developmental Laboratories, Biomarkers Validation Laboratories, Clinical and Epidemiologic Centers and Data Management and Coordinating Center. The organization of the scientific components allows studies of biomarkers to span development to analytical validation to clinical application. A primary strategy within EDRN is to facilitate and ongoing interaction among basic scientists, oncologists, clinicians, pathologists, geneticists, theoretical and applied biostatisticians, epidemiologists, industry and other health professionals, since this is critical for the successful application of new discoveries in molecular biology for earlier detection. Such an interaction is critical to address the multidisciplinary challenges inherent to earlier cancer detection. EDRN harnesses the expertise of investigators to address the complex biological and clinical issues at the level of basic science, the development of technology, the finding of key genetic changes, and the statistical analysis of changes in multiple gene functions often associated with the translation of laboratory findings into clinical application.

Session Objective(s):

At the end of this session, participants will be able to:

- 1) Describe developments in genomics.
- 2) Discuss proteomics approaches to biomarkers discovery and validation for the early detection of cancer.
- 3) Describe how NCI is addressing and facilitating the discovery and application of molecular markers in earlier cancer detection and risk assessment.

Moderator:

Sudhir Srivastava, PhD; National Cancer Institute

Speakers:

Jeffery Marks, PhD, Duke University Medical Center
David Sidransky, MD; Johns Hopkins University, Maryland
George Wright, PhD; Eastern Virginia Medical School

F4: Cancer, Science and the Media [Room: AMSTERDAM - Convention Level]

Getting the media to communicate scientific findings accurately and clearly can be rewarding or frustrating. Regardless, the media is a crucial health communications partner in disseminating health messages to the public. In this discussion, veteran health reporters and health communicators will give helpful insights into their interaction and expectations and will offer advice on how to make this symbiotic partnership mutually beneficial.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the importance of building and maintaining media relationships to deliver the message.
- 2) Identify information the news media needs that can be provided in a format the media requires without compromising the organization's credibility.
- 3) Identify good and bad examples of working with the media.

Moderator:

Michael Greenwell, MA; Centers for Disease Control and Prevention

Speakers:

Rachel Jones; Reporter, National Public Radio
Rhonda Rowland; Medical Correspondent, Cable News Network
Lee Ann Broussard; Manager of Media Relations, American Cancer Society, National Home Office

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 2:00PM - 3:30PM (cont'd)

F5: Screening for Colorectal Cancer

[Room: DANUBE/TIGRIS - Lobby Level]

This session will include four presentations on issues of current interest in the area of screening for colorectal cancer. A presentation on the "business case" for screening will include a discussion of issues that should be considered by health care decision makers (purchasers of health care and leaders of health care organizations) when deciding how aggressively to implement colorectal cancer screening programs. Second, recent literature has resulted in a controversy over whether colonoscopy should be considered the optimal screening test. A balanced discussion of the pros and cons of the various screening tests for colorectal cancer will be presented. Third, findings will be presented from a recent national survey of providers to assess current practice and to identify factors that influence the use of colorectal cancer screening and diagnostic follow-up in community practice. Finally, the efforts of the New York State Department of Health to increase screening levels will be described.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the controversy over the optimal screening test.
- 2) Discuss providers' current practice in and perceived barriers to colorectal cancer screening and the activities of a state health department to increase colorectal cancer screening.
- 3) Discuss the business case for screening for colorectal cancer.

Moderator:

Marion Nadel, PhD; Centers for Disease Prevention and Control

Speakers:

David Ransohoff, MD; University of North Carolina at Chapel Hill

Carrie Klabunde, PhD; National Cancer Institute

Patricia Salber, MD, MBA; General Motors in Conjunction with the Permanente Company

Lynn Couey, MSW, MA; New York State Department of Health, Bureau of Chronic Disease Services

F6: Uses of Population-Based Cancer Surveillance Data

[Room: MADRID/TRINIDAD - Convention Level]

This session will present several examples of innovative uses of surveillance data for cancer control planning from both the Canadian and U.S. perspective. Topics include cancer control planning in special populations such as young adults, aboriginal people, and economically disadvantaged people. In addition, research using population-based cancer registry data may provide insight into the influence of treatment on cancer morbidity and mortality at the population level.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the importance and purpose of using cancer surveillance data from population-based cancer registries.
- 2) List several methods that can be used to analyze data from population-based cancer registries.
- 3) Discuss the challenges and opportunities for planning and implementing cancer surveillance research using data from population-based cancer registries.

Moderator:

Hannah K. Weir, PhD; Centers for Disease Control and Prevention

Speakers:

Loraine Marrett, PhD; Cancer Care Ontario

Kathleen McDavid, PhD; Centers for Disease Control and Prevention

Lori Armstrong, PhD; Centers for Disease Control and Prevention

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 2:00PM - 3:30PM (cont'd)

F7: U.S. Preventive Services Task Force Update on the Guide to Clinical Preventive Services

[Room: IMPERIAL BALLROOM - Convention Level]

The U.S. Preventive Services Task Force (USPSTF), an independent panel of private-sector experts in primary care and prevention, was first convened by the U.S. Public Health Service in 1984. It systematically reviewed the evidence of effectiveness of clinical preventive services, including screening tests, counseling, immunizations, and chemoprophylaxis. The missions of the Task Force were to 1) evaluate the benefits of individual services; 2) create age-, gender-, and risk-based recommendations about services that should routinely be incorporated into primary medical care; and 3) identify a research agenda for clinical preventive care. The pioneering efforts of the Task Force to develop evidence-based recommendations covering a broad range of clinical preventive care culminated in the 1989 (first edition) and the 1996 (second edition) Guide to Clinical Preventive Services. The Clinical Guide will update cancer issues such as screening for breast, cervical, colorectal, prostate, and skin cancer and counseling for skin cancer and address new topics such as chemoprevention for breast cancer.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the clinical guidelines for breast, cervical, prostate, colorectal, and skin cancer screening.

Moderator:

Mona Saraiya, MD, MPH; Centers for Disease Control and Prevention

Speakers:

Paul Frame, MD; Tri-County Family Medicine

Katherine Hartmann, MD, PhD; University of North Carolina

Russell Harris, MPH, MD, PhD; University of North Carolina

F8: Centers for Medicare and Medicaid Services (CMS), Health Care and the Future of Disparities

[Room: ZURICH/LONDON - Convention Level]

Historically, CMS has paid for a wide spectrum of health care services and a small number of preventive services for approximately 40 million Medicare beneficiaries. CMS has recently initiated a broad quality improvement initiative designed to improve the delivery of service and enhance the role of disease prevention and health promotion. Because CMS is currently the largest payer of health-related claims in the country, CMS's perspective on quality, comprehensive programs, and "burden of proof" is unique. The "Medicare, Medicaid, and SCHIP Benefits Improvement and Protection Act of 2000" charged CMS to conduct the "Cancer Prevention and Treatment Demonstration for Ethnic and Racial Minorities." This legislation calls for CMS to sponsor innovative demonstration programs designed to test new models of 1) reducing disparities in access to cancer services; 2) improving clinical cancer outcomes among minorities; 3) improving the quality of cancer services provided to minorities; and 4) promoting the cultural competency of health care professionals. These demonstration projects are to be implemented within the next 2 years. This session will provide an overview of the legislation and CMS's plans for implementing this new initiative.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss CMS's Quality Improvement/Disparities Reduction Initiatives
- 2) Describe CMS's process for "exploring the future."
- 3) Discuss new legislation, opportunities, and perspectives in health promotion and cancer prevention.

Moderator:

Chris Gibbons, MD, MPH; Centers for Medicare and Medicaid Services (CMS) – formerly known as Health Care Financing Administration (HCFA)

Speakers:

Chris Gibbons, MD, MPH; Centers for Medicare and Medicaid Services (CMS) – formerly known as Health Care Financing Administration (HCFA)

Nathan Stinson, Jr., PhD, MD, MPH; U.S. Department of Health and Human Services

3:30PM – 3:45PM

BREAK

Exhibits/Cyber Expo/Posters Open [INTERNATIONAL HALL - Exhibition Level]

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 (cont'd)

3:45PM – 5:15PM TOPIC DISCUSSIONS (G)

G1: Using Geographic Information System (GIS) and Spatial Analysis to Address Community Concerns about Cancer Incidence

[Room: YUKON/RIO/GRANDE/McKENZIE - Lobby Level]

In 1999 the Surveillance Implementation Group of the National Cancer Institute recommended research to “explore the feasibility and utility of employing GIS for geocoding surveillance data and reporting geographic relationships among screening measures, risk factors (including environmental exposures), and improved cancer outcomes ...” The purposes of this session are 1) provide an overview of the activities to date by the North American Association of Central Cancer Registries (NAACCR) Geographic Information Systems (GIS) Workgroup to develop best practices guidelines for central cancer registries that need to perform geocoding and spatial analysis with the data; 2) describe an epidemiologic investigation where GIS analyses were used as part of efforts to address community concerns about the incidence of brain cancer among people living near an airport; 3) review spatial statistical methods to evaluate whether map patterns are random (e.g., global clustering tests, focused tests, cluster detection tests); and 4) summarize the results of human cognitive research on map design and provide guidance to those who wish to map statistical rate data about how readers extract statistical information from maps, representing reliability on maps, choosing colors for maps, and separating information to allow multiple questions to be asked of a map. About 15 minutes will be reserved for questions from the audience.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe how GIS methods might be applied as part of an epidemiologic investigation and the activities to date by the North American Association of Central Cancer Registries (NAACCR) Geographic Information Systems (GIS) Workgroup.
- 2) Describe spatial statistical methods to evaluate whether GIS generated map patterns are random.
- 3) Describe the results of human cognitive research on how to improve map design for the display of statistical rate data.

Moderator:

Thomas Richards, MD; Centers for Disease Control and Prevention

Speakers:

Toshi Abe, MSW, CTR; New Jersey Department of Health and Senior Services

Juliet VanEenwyk, PhD; Washington State Department of Health

Martin Kulldorf, PhD; University of Connecticut School of Medicine/Health Center

Linda Williams Pickle, PhD; National Cancer Institute

***Developed in collaboration with Zixing Fang, PhD, University of Connecticut School of Medicine/Health Center*

G2: Psychosocial Aspects of Cancer

[Room: SYDNEY - Convention Level]

Psychosocial aspects of cancer risk, diagnosis, treatment, and survivorship have received increased attention and funding over the last several years. Results emerging from recent research should be incorporated in building comprehensive cancer programs. Three speakers will address critical findings from current research on psychosocial aspects of cancer, and the discussant will summarize and address future directions.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe issues of and barriers to carrying out oncology quality-of-life research. Primarily, participants will gain an understanding that the challenges to quality-of-life research are unique but surmountable.
- 2) Recognize issues inherent in clinical genetic testing for breast and ovarian cancer.
- 3) Identify challenges cancer survivors face and articulate gaps in knowledge on survivorship.

Moderator:

Cobie S. Whitten, PhD; Washington State Department of Health

Speakers:

Jeff Sloan, PhD; Mayo Clinic

Noreen Aziz, MD, PhD, MPH; National Cancer Institute

Marc Schwartz, PhD; Georgetown University

Michael Andrykowski, PhD; University of Kentucky College of Medicine

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 3:45PM - 5:15PM (cont'd)

G3: Session 2 of 3: Guide to Community Preventive Services: Effectiveness of Interventions to Modify Lifestyles
[Room: IMPERIAL BALLROOM - Convention Level]

Up to 50% of all U.S. cancers may be prevented by a healthy lifestyle. Smoking is the major cause of lung cancer. Ninety percent of lung cancer occurs in people who smoke or who have smoked. Exposure to the sun has been related to skin cancer. Some cancers, including colon cancer, have been related to inadequate physical activity. The Community Guide includes evidence-based reviews on the effectiveness of interventions to 1) reduce tobacco use and environmental tobacco smoke; 2) increase sun avoidance and skin protection; and 3) increase physical activity. This session will present the results of these reviews.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the purpose of the Community Guide.
- 2) List three cancer-related lifestyle areas addressed by the Community Guide.
- 3) List one or more effective interventions related to lifestyle and cancer.

Moderator:

Rosalind Breslow, PhD, MPH, RD; Centers for Disease Control and Prevention

Speakers:

Rosalind Breslow, PhD, MPH, RD; Centers for Disease Control and Prevention

David Hopkins, MD, MPH; Centers for Disease Control and Prevention

Mona Saraiya, MD, MPH; Centers for Disease Control and Prevention

Emily Kahn, PhD, MPH; Centers for Disease Control and Prevention

G4: Communicating Uncertainties in Prostate Cancer Prevention and Control
[Room: MADRID/TRINIDAD - Convention Level]

The purpose of this topic discussion is to provide information about both what should be communicated about prostate cancer screening and how to communicate it. The first speaker will briefly review information on risk and burden of prostate cancer. The second will present a summary of the current scientific evidence on the efficacy of prostate cancer screening and treatment in reducing mortality and on the potential harms and benefits of screening. The third speaker will review research on ways to increase informed decision-making and risk communication for prostate cancer screening. The final speaker will review the experience of a state health department in summarizing and communicating information about the prevention of prostate cancer. Speakers and the audience will have an opportunity to discuss the presentation.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the uncertainty about the evidence of the efficacy of prostate cancer screening in reducing mortality and the potential risks and benefits associated with screening.
- 2) Discuss methods for communicating to the public and health professionals about prostate cancer screening and informed decision-making.
- 3) Discuss methods by which a state health department has communicated information on prostate cancer screening, challenges faced, and the lessons learned from that experience.

Moderator:

Ralph J. Coates, PhD; Centers for Disease Control and Prevention

Speakers:

Ralph J. Coates, PhD; Centers for Disease Control and Prevention

Russell Harris, MD, MPH, PhD; University of North Carolina at Chapel Hill

Evelyn Chan, MD, MS; University of Texas at Houston

Carol Callaghan, MPH; Michigan Department of Community Health

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 3:45PM - 5:15PM (cont'd)

G5: How Can Public Health Improve the American Diet?

[Room: BONN - Convention Level]

This session will focus on what we know and don't know about dietary interventions and provide ample opportunity for the audience to ask the three national experts to provide their opinions on the next public health steps that we as a nation need to take to change poor dietary habits and reduce the adverse consequences associated with such habits. A national expert on obesity will discuss issues and resources and the strategy CDC will use to address these issues. An expert on dietary behavioral change will review the literature on the effectiveness of dietary interventions on modifying dietary behaviors including an intervention tool designed for a Southern population and one designed for a Native Alaskan population. Finally, the national 5-A-Day program aimed at changing the dietary behavior of Americans will be discussed. A national expert on this program will discuss lessons learned and how these lessons can be applied to state programs.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Identify resources and strategies CDC has (or is developing) to promote effective intervention research.
- 2) Discuss what makes an intervention useful and/or effective and how they can be tailored for special populations such as low-income persons or those who are financially disadvantaged.
- 3) Identify successful models that have been used by state programs and the next steps for the public health community to improve the diet of Americans.

Moderator:

Annie Carr, MS, RD; Centers for Disease Control and Prevention

Speakers:

William Dietz, MD, PhD; Centers for Disease Control and Prevention

Alice Ammerman, MPH, DrPH; University of North Carolina at Chapel Hill

Gloria Stables, PhD; National Cancer Institute

G6: Hepatitis B and C: Current Trends, Future Implications, Cause for Concern

[Room: DANUBE/TIGRIS - Lobby Level]

This topic discussion will review the pathophysiology of hepatocellular carcinoma (HCC) in relation to HBV and HCV infection, and present some unique and effective prevention programs in the United States and abroad.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the evidence for an association between hepatitis B and hepatocellular carcinoma.
- 2) Describe the evidence for an association between hepatitis C and hepatocellular carcinoma.
- 3) Describe strategies for prevention of hepatitis B, hepatitis C, and hepatocellular carcinoma.

Moderator:

Lyn Finelli, DrPH, MS; Centers for Disease Control and Prevention

Speakers:

Myron Tong, MD; Centers for Disease Control and Prevention

Susan Goldstein, MD; Centers for Disease Control and Prevention

Anthony L-T. Chen, MD; International Community Health Services

Adrian DiBisceglie, MD; Saint Louis University School of Medicine

Beth Bell, MD; Centers for Disease Control and Prevention

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Thursday, September 6, 2001 from 3:45PM - 5:15PM (cont'd)

G7: The Use of Logic Models for Comprehensive Cancer Program Planning, Implementation, and Evaluation
[Room: ZURICH/LONDON - Convention Level]

This panel on how to use logic models for comprehensive cancer control planning and implementation will demonstrate how logic models have guided efforts by CDC and other partners. Activities will be shared that illustrate how logic models have been used in planning, implementing and evaluating comprehensive cancer control in different ways, for different purposes, and at various levels of influence.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the advantages of using logic models in planning, implementing, and evaluation of comprehensive cancer control activities.
- 2) List three logic models that have been used to support comprehensive cancer control activities.
- 3) Identify lessons learned from three of the examples presented.

Moderator:

Tom Chapel, MA, MBA; Centers for Disease Control and Prevention

Speakers:

Tom Chapel, MA, MBA; Centers for Disease Control and Prevention

Ruth Mohr, BSN, MPH, PhD; Michigan Public Health Institute

Joanne Abed, PhD; Battelle Centers for Public Health Research and Evaluation

Susan True, MEd; Centers for Disease Control and Prevention

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

FRIDAY, SEPTEMBER 7, 2001

7:30AM – 12:00PM **REGISTRATION** [Imperial Ballroom Registration Booth - Convention Level]
7:30AM – 10:30AM **Exhibits/Posters** [INTERNATIONAL HALL - Exhibition Level]

8:30AM – 10:00AM **TOPIC DISCUSSIONS (H)**

H1: Session 3 of 3: The Guide to Community Preventive Services and Concept Mapping: Tailoring the Delivery of Important New Findings to Audience Demands

[Room: IMPERIAL BALLROOM - Convention Level]

This session will acquaint participants with the concept mapping process and involve them in exercises built around the Community Guide findings. Prior to session attendance, interested registrants will be asked to provide feedback on relevant cancer control priority issues they hope the Community Guide findings will address. Session organizers will use this information to organize participant ideas and dissemination priorities. Participants will then discuss the concept clusters that emerge and help formulate options for tailored Guide dissemination approaches.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Assimilate and apply the process of concept mapping as a tool for systematically capturing qualitative audience input to help tailor dissemination of Guide to Community Prevention Services products for different audience needs in relation to evidence-based recommendations for cancer prevention and control interventions.
- 2) Describe the objectives and strategies to be employed in the diffusion and dissemination of findings from the systematic review of primary and secondary cancer prevention and informed decision-making interventions from the Guide to Community Preventive Services.

Moderator:

Jon Kerner, PhD; National Cancer Institute

Speakers:

Mary Kane, MS; Concept Systems, Inc.

Brad Myers, BA; Centers for Disease Control and Prevention

Daniel McLinden, EdD; Concept Systems, Inc.

Mona Saraiya, MD, MPH; Centers for Disease Control and Prevention

H2: Uncertainties of Cancer: Oral, Lung, and Skin Cancers

[Room: PICARD/CHABLIS - Lobby Level]

Common themes in all three presentations will include the requirements for a successful screening program and the rationale for screening. Each presentation will last 20 minutes, and ample time will be provided for questions and answers.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Discuss the barriers to lung cancer screening.
- 2) Discuss the next steps for oral cancer screening research.
- 3) Discuss the most recent guidelines for skin cancer screening and explore alternative study designs.

Moderator:

Alan Geller, MPH, RN; Boston University School of Medicine

Speakers:

Paul Frame, MD; University of Rochester

Marianne Prout, MD, MPH; Boston University

Alan Geller, MPH, RN; Boston University School of Medicine

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Friday, September 7, 2001 from 8:30AM - 10:00AM (cont'd)

H3: Managed Care: Implications for Public Health Practice

[Room: THAMES - Lobby Level]

This session focuses on experiences and findings from cancer prevention and screening activities in HMOs and other managed care organizations, health services research in cancer screening in managed care organizations, priorities and perspectives of large employers regarding cancer screening, and health care providers' perspectives of cancer screening.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the issues, concerns, and challenges of cancer screening and prevention strategies in a managed care environment.
- 2) List three perspectives of large employers related to cancer screening.
- 3) Discuss two findings from cancer screening research in managed care settings.

Moderator:

Lisa M. Koonin, MN, MPH; Centers for Disease Control and Prevention

Speakers:

Julianna S. Gonen, PhD, Washington Business Group on Health

Adrienne D. Mims, MD, MPH; Kaiser Permanente

H. Irene Hall, PhD; Centers for Disease Control and Prevention

Richard E. Fine, MD; The Breast Center

H4: Working Through Legislation to Advance Cancer Prevention and Control

[Room: RHINE/SAVOY - Lobby Level]

This session will feature hot topics in legislation that affect cancer prevention and control and tips for working through legislation and with legislators to advance cancer prevention and control. Topics include an overview of the National Cancer Legislation Advisory Committee's recent policy recommendations and their implementation with regard to cancer legislation in the 107th and future Congresses, implementation of the Breast and Cervical Cancer Treatment Act of 2000 and its implications for public health policy and practice in cancer prevention and treatment, and tips for working with legislators to advance cancer policy.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Identify several "hot" legislative topics and how they relate to cancer activities and programs.
- 2) Identify issues and actions related to compliance with or application of discussed legislation.
- 3) Discuss ways to improve their interactions with legislators and within the legislative process.

Moderators:

Daniel Smith, JD; American Cancer Society

Speakers:

Daniel Smith, JD; American Cancer Society

Sara Rosenbaum, JD; George Washington University

John McDonough, DPH, MPA; Heller School, Brandies University

H5: Professional Education for Cancer Prevention and Control: Now and the Future

[Room: INTERNATIONAL C - Exhibition Level]

This session will present findings on quantitative and qualitative research addressing gaps in provider education. Research has identified providers' preferences for content and delivery of educational messages related to cancer prevention and control. Issues applicable to integrating cancer prevention and control with professional education for various health professionals, including physicians, nurses, and dentists are addressed. Audience and speaker dialog will allow discussion of current professional education implementation projects and future plans for cancer prevention and control to change provider behavior.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe quantitative and qualitative research on changing health care provider behavior to improve cancer prevention and control and how it can be implemented.
- 2) Describe how research findings can be used to change provider behavior for improved cancer prevention and control.
- 3) Discuss issues related to changing provider behavior.

Moderator:

Susanne Pickering, MS; Centers for Disease Control and Prevention

Speakers:

Alice M. Horowitz, PhD; National Institutes of Health

Cheryl B. Fields, MPH; The Mautner Project for Lesbians with Cancer

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Friday, September 7, 2001 from 8:30AM - 10:00AM (cont'd)

H6: Using Science to Support Cervical Cancer Screening Recommendations

[Room: MADRID/TRINIDAD - Convention Level]

This session will present an overview of the science driving or influencing program recommendations relative to cervical cancer screening and will address the issues of screening frequency, the role of HPV testing in cervical cancer screening and triage, and the performance of new technologies in detecting cervical lesions.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe the current role of Human Papillomavirus (HPV) testing in cervical cancer screening and its potential use in combination with cervical cytology in assessing a woman's risk for cervical cancer.
- 2) Describe the diagnostic performance of new technologies for detecting cervical lesions and their potential impact on cervical cancer diagnoses.

Describe the interval screening criteria for women in the general population and when it becomes less cost-effective or clinically efficacious to continue Pap smear screening.

Moderator:

Leonardo Stroud, MD, MPH; Centers for Disease Control and Prevention

Speakers:

Kavita Nanda, MD, MHS; Family Health International

Katherine E. Hartmann, MD, PhD; University of North Carolina Evidence-Based Practice Center

Jack Cuzick, PhD; Imperial Cancer Research Fund (United Kingdom)

H7: Comprehensive Cancer Control: Lessons Learned from Model Comprehensive Cancer Control Planning States: Retrospective and Update

[Room: INTERNATIONAL G/H - Exhibition Level]

Six states received technical assistance and evaluation support from CDC and Battelle to develop comprehensive cancer control (CCC) plans through collaborative initiatives. The initiatives help ensure that cancer planning is evidence-based. Partners work together across categorical lines and create an integrated approach to cancer prevention and control. This presentation focuses on best practices in collaborative planning, and updates as plans are first implemented. The session authors will provide information that may assist practitioners in making decisions on approaches for their own settings by presenting findings from an evaluation of the planning states' first two years.

Session Objective(s):

At the end of this session, participants will be able to:

- 1) Link key concepts of CCC planning to building blocks for planning.
- 2) Identify approaches undertaken by state staff for conducting CCC planning.
- 3) Discuss how measuring progress in building blocks is a means to evaluate CCC.

Moderator:

Phyllis W. Rochester, PhD; Centers for Disease Control and Prevention

Speakers:

Martha Hare, RN, PhD; Battelle Centers for Public Health Research and Evaluation

Joanne Abed, PhD; Battelle Centers for Public Health Research and Evaluation

LATE BREAKER SESSION

H8: The Evidence About the Effectiveness of Breast Self Examination (BSE)

[Room: INTERNATIONAL B - Exhibition Level]

This session will provide information on the latest controversies about the effectiveness of BSE.

Session Objective(s):

TBD

Moderator:

TBD

Speakers:

TBD

The 2001 Cancer Conference

Using Science to Build Comprehensive Cancer Programs

Friday, September 7, 2001 (cont'd)

10:00AM – 10:30AM **BREAK**
Exhibits/Posters Open [INTERNATIONAL HALL - Exhibition Level]

10:30AM – 12:00PM **CLOSING PLENARY SESSION (PL3)**
[Room: IMPERIAL BALLROOM - Convention Level]

Keynote Address and Panel Discussion – The Future: Science, Public Health, and Cancer

The focus of the closing plenary session is to provide a look into the future from the national, state, and community perspectives.

Session Objective(s):

At the end of this session, participants will be able to

- 1) Describe examples of future directions for cancer prevention and control services at the national, state, and community levels.
- 2) Identify opportunities for integrating public health research and evidence-based recommendations with new cancer prevention and control efforts and explain how the changing population will affect future cancer prevention and control efforts.
- 3) Discuss why collaborations and partnerships will continue to be critical for building cancer prevention and control services in the future.

Moderator:

Jeffrey P. Koplan, MD, MPH, Director, Centers for Disease Control and Prevention (Invited)

Speakers:

The Honorable Tommy Thompson, Secretary, U.S. Department of Health and Human Services (Invited)

The Honorable Roy Barnes, Governor, State of Georgia

Russ Toal, MPH, Executive Director, Georgia Cancer Coalition

12:00PM **ADJOURN**