

A Dialogue for Action in Colorectal Cancer Screening:

Harnessing the Power of Success

Renaissance Baltimore Harborplace Hotel • Baltimore, Maryland • April 1-3, 2009

A G E N D A

Wednesday, April 1, 2009 – Pre-Conference Sessions

OFFICE OF THE MEETING:
Mt. Washington Room, 5th Floor

1:00 PM Conference Registration Opens

Hallway outside of Federal Hill
Room on the 5th Floor
near elevators

2:00 – 5:00 PM “Peer-to-Peer” Exchange

Baltimore A
5th Floor

Join states and tribal communities that have conducted a *Dialogue for Action* in an interactive exchange of ideas about promoting colorectal cancer screening. This popular forum will address the following topics: evaluation of screening programs, patient navigation programs and partnerships with American Indian/Alaska Native communities.

Moderators: Karen J. Peterson, PhD, *Prevent Cancer Foundation*
Judith S. Blanchard, MS, *JS Blanchard and Associates*

- **Promoting and Navigating Colorectal Cancer State Screening Programs Among the Underserved**
Andrea J. Dwyer, BS, *University of Colorado Cancer Center*
- **Promoting and Sustaining Collaborative Efforts Among States and Tribes**
Dee Ann DeRoin, MD, MPH
- **Evaluating Colorectal Cancer Screening Programs**
Amy DeGroff, *Centers for Disease Control and Prevention (CDC)*
Florence K. L. Tangka, PhD, *Centers for Disease Control and Prevention (CDC)*

2:00 – 5:00 PM Overview of Colorectal Cancer Prevention and Early Detection

Baltimore B
5th Floor

A must for new attendees!

Moderator: Edward J. “Joe” Eyring, II, MD, *Center for Colon and Rectal Disease*

- **Natural History, Prevention and Epidemiology of Colorectal Cancer**
David Greenwald, MD, FASGE, *American Society of Gastrointestinal Endoscopy (ASGE)*
- **Colorectal Cancer Screening Guidelines and Procedures**
Edward J. “Joe” Eyring, II, MD, *Center for Colon and Rectal Disease*
- **Overcoming Barriers to Colorectal Cancer Screening in Primary Care**
Donald E. Nease, Jr., MD, *University of Michigan*
- **Overcoming Challenges to Health Educators in Promoting Colorectal Cancer Screening**
Jill Olmstead, MSN, NP-C, *St. Joseph Heritage Health Foundation*

5:00 PM Sessions Adjourn for the Day – Dinner on your own

5:30 - 7:00 PM Light Reception at the Renaissance Baltimore Harborplace Hotel

Baltimore Ballroom Foyer **Dinner on Your Own**

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OFFICE OF THE MEETING:
Mt. Washington Room, 5th Floor

Thursday, April 2, 2009

7:00 AM	<u>Continental Breakfast / Exhibits Open / Conference Registration</u> <i>Registration in hallway outside Federal Hill Room on the 5th Floor Breakfast and Exhibits and Posters in Baltimore Ballroom Foyer, 5th Floor</i>
8:00 AM <i>Baltimore A & B</i>	<u>Welcome and Opening Remarks</u> <ul style="list-style-type: none"> • Carolyn R. Aldigé, <i>Prevent Cancer Foundation</i>
8:15 AM	<u>Keynote Address: Inspirations from My Colorectal Cancer Diagnosis</u> <ul style="list-style-type: none"> • Vincent F. Papale, MS, <i>Former Professional Football Player with the Philadelphia Eagles and Colorectal Cancer Survivor</i> Introduced by Carolyn R. Aldigé
9:20 AM	<u>Update on Current Colorectal Cancer Screening Issues</u> <ul style="list-style-type: none"> • Robert A. Smith, PhD, <i>American Cancer Society</i>
9:30 AM	<u>30-Minute Break / Poster Session Preview</u>
10:00 AM	<u>Panel: Winning Communications Programs</u> Moderator: Timothy A. Munzing, MD, <i>Kaiser Permanente Orange County</i> <ul style="list-style-type: none"> • Using Viral Marketing and New Media Strategies Claudia R. Baquet, MD, MPH, <i>University of Maryland School of Medicine</i> • Strategies for Reaching Men “Real Men Wear Gowns” Allan J. (AI) Lazar, MBA, <i>Agency for Healthcare Research and Quality</i> • Using Technology to Enhance Physician-Patient and Physician-Physician Communications Joseph E. Scherger, MD, MPH, <i>University of California at San Diego, AmeriChoice</i> • Promoting Cancer Awareness with Promotoras Ivy L. Felix, <i>University of California at Davis Health System</i>
11:15 AM	<u>15-Minute Break</u>
11:30 AM	<u>Session 1 - Concurrent Conversations: Communications Strategies</u>
<i>Homeland Room 5th Floor</i>	1A. Fine Tuning the Message for Underserved Communities Facilitator: Dana Cropper Williams, MPA, MHR, <i>National Coalition of STD Directors</i> Resource Person: Ivy L. Felix
<i>Gibson Room 6th Floor</i>	1B. New Media Strategies Facilitator: Patricia Hilton, MFA, <i>Patricia Hilton Applied Arts</i> Resource Person: Claudia R. Baquet, MD, MPH
<i>Pride of Baltimore 6th Floor</i>	1C. Strategies for Reaching Men Facilitator: June E. Ryan, MPA, <i>Nebraska Department of Health and Human Services</i> Resource Person: Allan J. (AI) Lazar, MBA
<i>Guilford Room 5th Floor</i>	1D. Technology Strategies for Enhancing Communication Between Physician and Patient Facilitator: Donald E. Nease, Jr., MD Resource Person: Joseph E. Scherger, MD, MPH

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Thursday, April 2, 2009 – continued ...

12:45 PM	<i>Laurel Awards Luncheon</i>
Watertable Ballroom	
2:15 PM	<u>Panel: Programs/Outreach</u>
Baltimore A & B	
	Moderator: Tim E. Byers, MD, MPH, <i>University of Colorado Cancer Center</i>
	<ul style="list-style-type: none"> • New York’s Citywide Colon Cancer Control Coalition (C5) Initiative Thomas K. Weber, MD, FACS, <i>Colon Cancer Challenge Foundation</i> • Centers for Disease Control and Prevention (CDC) Demonstration Projects Laura C. Seeff, MD, <i>Centers for Disease Control and Prevention (CDC)</i> • “The Shop Talk Movement: Mobilizing Small Businesses for Colon Cancer Prevention” Anjelica Q. Davis, MPPA, <i>Center for Colon Cancer Research, University of South Carolina</i> • The Clinician’s Role in Reaching the Underserved: MD Anderson Cancer Center’s Prostate Outreach Program Lovell A. Jones, PhD, <i>MD Anderson Cancer Center</i>
3:30 PM	<i>15-Minute Break</i>
3:45 – 5:00 PM	<u>Poster Session</u>
Baltimore Ballroom Foyer	
5:00 PM	<i>For those not attending the post-meeting exchange sessions, the conference will adjourn for the day at this time</i>
5:00 – 6:30 PM	<u>Post-Meeting Exchange: American Indian/Alaska Native (AI/AN) Colorectal Cancer Screening Initiatives</u>
Gibson Room, 6 th Floor	<i>A networking meeting to discuss colorectal cancer screening initiatives in Indian Country.</i>
	Moderator: Dee Ann DeRoin, MD, MPH
5:00 – 6:30 PM	<u>Post-Meeting Exchange: Sharing Information about State Colorectal Cancer Screening Programs</u>
Baltimore Ballroom A	<i>A meeting hosted by the National Colorectal Cancer Screening Network.</i>
	Moderator: Holly J. Wolf, PhD, MSPH, <i>University of Colorado School of Public Health</i>
7:00 – 9:00 PM	<i>2nd Reception at Renaissance Baltimore Harborplace Hotel offering Heavy Hors d’ oeuvres and Dessert, and featuring Pasta and Sushi Bars</i>
Baltimore Ballroom Foyer	

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Friday, April 3, 2009

6:00 AM		Group Walk on the Inner Harbor
<i>Meet in hotel lobby on 1st Floor</i>		
7:00 AM		Continental Breakfast
<i>Baltimore Ballroom Foyer</i>		
8:00 AM		<u>Session 2 - Concurrent Conversations: Programs/Outreach</u>
<i>St. George Room 6th Floor</i>	2A.	Steps for Creating a Successful Workplace Program Facilitator: Patricia Hilton, MFA Resource Persons: William A. Fried, MD, <i>Aetna, Inc.</i> Anjelica Q. Davis, MPPA
<i>Watertable Ballroom C 5th Floor</i>	2B.	The Clinician's Role in Reaching the Underserved Facilitator: Dana Cropper Williams, MPA, MHR Resource Person: Lovell A. Jones, PhD
<i>Gibson Room 6th Floor</i>	2C-1.	Strategies for Eliminating Barriers to Colorectal Cancer Screening Facilitator: Susan Hoppough, PhD, RN, <i>St. Mary's Health Care</i> Resource Person: Thomas K. Weber, MD, FACS
<i>Pride of Baltimore 6th Floor</i>	2C-2.	Strategies for Eliminating Barriers to Colorectal Cancer Screening Facilitator: Mary K. Doroshenk, MA, <i>National Colorectal Cancer Roundtable (NCCRT), American Cancer Society (ACS)</i> Resource Person: Alan G. Thorson, MD, <i>Nebraska Comprehensive Cancer Control Program</i>
<i>Baltimore Ballroom A 5th Floor</i>	2D.	Strategies for Creating and Funding Successful Colorectal Cancer Screening Programs Facilitator: June E. Ryan, MPA, PhD, RN Resource Person: Laura C. Seeff, MD
9:00 AM		15-Minute Break and Hotel Check-Out
9:15 AM		<u>Panel: Advocacy/Policy</u>
<i>Baltimore A & B</i>	Moderator: Lisa Hughes, <i>Prevent Cancer Foundation</i>	
	<ul style="list-style-type: none"> • Federal Priorities for Colorectal Cancer Screening in 2009 Catherine Knowles, <i>Office of Representative Kay Granger, U.S. House of Representatives</i> • State Priorities for Colorectal Cancer Screening in 2009 Scott M. Tenner, MD MPH, <i>Maimonides Medical Center</i> • Reimbursing Primary Care Providers for Evidence-Based Preventive Services in Colorectal Cancer Screening Richard C. Wender, MD, <i>Thomas Jefferson University</i> • American Indian/Alaska Native (AI/AN) Call to Action Dee Ann DeRoin, MD, MPH 	
10:30 AM		15-Minute Break

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Friday, April 3, 2009 – continued ...

10:30 AM	<i>15-Minute Break</i>
10:45 AM	<u>Session 3 - Concurrent Conversations: Advocacy/Policy</u>
<i>Gibson Room 6th Floor</i>	3A. Strategies for Federal Priorities for Colorectal Cancer Screening Facilitator: Lisa Hughes Resource Persons: Joseph A. Arite, <i>C-3 Colorectal Cancer Coalition</i>
<i>Pride of Baltimore 6th Floor</i>	3B. Steps for Reimbursing Primary Care Providers Facilitator: Tim E. Byers, MD Resource Person: Richard C. Wender, MD
<i>St. George Room 6th Floor</i>	3C. Strategies for State Priorities for Colorectal Cancer Screening Facilitator: Mary K. Doroshenk, MA, Resource Person: Scott M. Tenner, MD, MPH
<i>Watertable Ballroom C 5th Floor</i>	3D. Calls to Action: An Effective Approach Facilitator: Dee Ann DeRoin, MD, MPH Resource Person: Phillip L. Smith, MD, MPH, <i>Indian Health Service (IHS)</i>
11:45 AM	<i>15-Minute Break</i>
12:00 PM	<u>Closing Keynote: Challenges and Opportunities for Preventive Services and Colorectal Cancer in the Current Health Care Reform Environment</u>
<i>Baltimore A & B</i>	<ul style="list-style-type: none"> • Karen Pollitz, MPP <p>Introduced by Karen J. Peterson, PhD, <i>Prevent Cancer Foundation</i></p>
12:45 PM	<u>Closing Remarks</u>
	<ul style="list-style-type: none"> • Karen J. Peterson, PhD
1:00 PM	<i>Program Concludes and Box Lunches Available If Ordered at Registration</i>

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