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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00 PM</td>
<td>Conference Registration Opens</td>
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<td></td>
<td>Hallway outside of Federal Hill Room on the 5th Floor near elevators</td>
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<tr>
<td>2:00 – 5:00 PM</td>
<td><strong>“Peer-to-Peer” Exchange</strong></td>
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<td>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.</td>
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<td></td>
<td>Moderators: Karen J. Peterson, PhD, Prevent Cancer Foundation</td>
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<td></td>
<td>Judith S. Blanchard, MS, JS Blanchard and Associates</td>
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<td></td>
<td>• Promoting and Navigating Colorectal Cancer State Screening Programs Among the Underserved</td>
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<td></td>
<td>Andrea J. Dwyer, BS, University of Colorado Cancer Center</td>
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<td>• Promoting and Sustaining Collaborative Efforts Among States and Tribes</td>
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<tr>
<td></td>
<td>Dee Ann DeRoin, MD, MPH</td>
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<td></td>
<td>• Evaluating Colorectal Cancer Screening Programs</td>
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<td></td>
<td>Amy DeGroff, Centers for Disease Control and Prevention (CDC)</td>
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<td></td>
<td>Florence K. L. Tangka, PhD, Centers for Disease Control and Prevention (CDC)</td>
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<td>2:00 – 5:00 PM</td>
<td><strong>Overview of Colorectal Cancer Prevention and Early Detection</strong></td>
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<td>A must for new attendees!</td>
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<td>Moderator: Edward J. “Joe” Eyring, II, MD, Center for Colon and Rectal Disease</td>
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<tr>
<td></td>
<td>• Natural History, Prevention and Epidemiology of Colorectal Cancer</td>
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<td>David Greenwald, MD, FASGE, American Society of Gastrointestinal Endoscopy (ASGE)</td>
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<tr>
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<td>• Colorectal Cancer Screening Guidelines and Procedures</td>
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<tr>
<td></td>
<td>Edward J. “Joe” Eyring, II, MD, Center for Colon and Rectal Disease</td>
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<tr>
<td></td>
<td>• Overcoming Barriers to Colorectal Cancer Screening in Primary Care</td>
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<td>Donald E. Nease, Jr., MD, University of Michigan</td>
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<tr>
<td></td>
<td>• Overcoming Challenges to Health Educators in Promoting Colorectal Cancer Screening</td>
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<td>Jill Olmstead, MSN, NP-C, St. Joseph Heritage Health Foundation</td>
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<tr>
<td>5:00 PM</td>
<td>Sessions Adjourn for the Day – Dinner on your own</td>
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<td>5:30 - 7:00 PM</td>
<td><strong>Light Reception at the Renaissance Baltimore Harborplace Hotel</strong></td>
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<td>Baltimore Ballroom Foyer – Dinner on Your Own</td>
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A G E N D A

Thursday, April 2, 2009

7:00 AM Continental Breakfast / Exhibits Open / Conference Registration
Registration in hallway outside Federal Hill Room on the 5th Floor
Breakfast and Exhibits and Posters in Baltimore Ballroom Foyer, 5th Floor

8:00 AM Welcome and Opening Remarks
Baltimore A & B
- Carolyn R. Aldigé, Prevent Cancer Foundation

8:15 AM Keynote Address: Inspirations from My Colorectal Cancer Diagnosis
- Vincent F. Papale, MS, Former Professional Football Player with the Philadelphia Eagles and Colorectal Cancer Survivor
  Introduced by Carolyn R. Aldigé

9:20 AM Update on Current Colorectal Cancer Screening Issues
- Robert A. Smith, PhD, American Cancer Society

9:30 AM 30-Minute Break / Poster Session Preview

10:00 AM Panel: Winning Communications Programs
Moderator: Timothy A. Munzing, MD, Kaiser Permanente Orange County
- Using Viral Marketing and New Media Strategies
  Claudia R. Baquet, MD, MPH, University of Maryland School of Medicine
- Strategies for Reaching Men “Real Men Wear Gowns”
  Allan J. (Al) Lazar, MBA, Agency for Healthcare Research and Quality
- Using Technology to Enhance Physician-Patient and Physician-Physician Communications
  Joseph E. Scherger, MD, MPH, University of California at San Diego, AmeriChoice
- Promoting Cancer Awareness with Promotoras
  Ivy L. Felix, University of California at Davis Health System

11:15 AM 15-Minute Break

11:30 AM Session 1 - Concurrent Conversations: Communications Strategies

Homeland Room 5th Floor
1A. Fine Tuning the Message for Underserved Communities
   Facilitator: Dana Cropper Williams, MPA, MHR, National Coalition of STD Directors
   Resource Person: Ivy L. Felix

Gibson Room 6th Floor
1B. New Media Strategies
   Facilitator: Patricia Hilton, MFA, Patricia Hilton Applied Arts
   Resource Person: Claudia R. Baquet, MD, MPH

Pride of Baltimore 6th Floor
1C. Strategies for Reaching Men
   Facilitator: June E. Ryan, MPA, Nebraska Department of Health and Human Services
   Resource Person: Allan J. (Al) Lazar, MBA

Guilford Room 5th Floor
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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A G E N D A

Thursday, April 2, 2009 – continued …

12:45 PM Laurel Awards Luncheon
Watertable Ballroom

2:15 PM Panel: Programs/Outreach
Baltimore A & B

Moderator: Tim E. Byers, MD, MPH, University of Colorado Cancer Center

- New York’s Citywide Colon Cancer Control Coalition (C5) Initiative
  Thomas K. Weber, MD, FACS, Colon Cancer Challenge Foundation

- Centers for Disease Control and Prevention (CDC) Demonstration Projects
  Laura C. Seeff, MD, Centers for Disease Control and Prevention (CDC)

- “The Shop Talk Movement: Mobilizing Small Businesses for Colon Cancer Prevention”
  Anjelica Q. Davis, MPPA, Center for Colon Cancer Research, University of South Carolina

- The Clinician’s Role in Reaching the Underserved: MD Anderson Cancer Center’s Prostate Outreach Program
  Lovell A. Jones, PhD, MD Anderson Cancer Center

3:30 PM 15-Minute Break

3:45 – 5:00 PM Poster Session
Baltimore Ballroom Foyer

5:00 PM For those not attending the post-meeting exchange sessions, the conference will adjourn for the day at this time

5:00 – 6:30 PM Post-Meeting Exchange: American Indian/Alaska Native (AI/AN) Colorectal Cancer Screening Initiatives
Gibson Room, 6th Floor

A networking meeting to discuss colorectal cancer screening initiatives in Indian Country.
Moderator: Dee Ann DeRoin, MD, MPH

5:00 – 6:30 PM Post-Meeting Exchange: Sharing Information about State Colorectal Cancer Screening Programs
Baltimore Ballroom A

A meeting hosted by the National Colorectal Cancer Screening Network.
Moderator: Holly J. Wolf, PhD, MSPH, University of Colorado School of Public Health

7:00 – 9:00 PM 2nd Reception at Renaissance Baltimore Harborplace Hotel offering Heavy Hors d’oeuvres and Dessert, and featuring Pasta and Sushi Bars
Baltimore Ballroom Foyer

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A G E N D A

Friday, April 3, 2009

6:00 AM  Group Walk on the Inner Harbor

Meet in hotel lobby on 1st Floor

7:00 AM  Continental Breakfast

Baltimore Ballroom Foyer

8:00 AM  Session 2 - Concurrent Conversations: Programs/Outreach

St. George Room

6th Floor

2A. Steps for Creating a Successful Workplace Program
Facilitator: Patricia Hilton, MFA
Anjelica Q. Davis, MPPA

Watertable Ballroom C

5th Floor

2B. The Clinician’s Role in Reaching the Underserved
Facilitator: Dana Cropper Williams, MPA, MHR
Resource Person: Lovell A. Jones, PhD

Gibson Room

6th Floor

2C-1. Strategies for Eliminating Barriers to Colorectal Cancer Screening
Facilitator: Susan Hoppough, PhD, RN, St. Mary’s Health Care
Resource Person: Thomas K. Weber, MD, FACS

Pride of Baltimore

6th Floor

2C-2. Strategies for Eliminating Barriers to Colorectal Cancer Screening
Facilitator: Mary K. Doroshenk, MA, National Colorectal Cancer Roundtable (NCCRT), American Cancer Society (ACS)
Resource Person: Alan G. Thorson, MD, Nebraska Comprehensive Cancer Control Program

Baltimore Ballroom A

5th Floor

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  Panel: Advocacy/Policy
Moderator: Lisa Hughes, Prevent Cancer Foundation

- Federal Priorities for Colorectal Cancer Screening in 2009
  Catherine Knowles, Office of Representative Kay Granger, U.S. House of Representatives

- State Priorities for Colorectal Cancer Screening in 2009
  Scott M. Tenner, MD MPH, Maimonides Medical Center

- Reimbursing Primary Care Providers for Evidence-Based Preventive Services in Colorectal Cancer Screening
  Richard C. Wender, MD, Thomas Jefferson University

- American Indian/Alaska Native (AI/AN) Call to Action
  Dee Ann DeRoin, MD, MPH

10:30 AM  15-Minute Break

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**AGENDA**

Friday, April 3, 2009 – continued …

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<tr>
<th>Time</th>
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<th>Location</th>
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<td>10:30 AM</td>
<td>15-Minute Break</td>
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<tr>
<td>10:45 AM</td>
<td>Session 3 - Concurrent Conversations: Advocacy/Policy</td>
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<tr>
<td>Gibson Room 6th Floor</td>
<td>3A. Strategies for Federal Priorities for Colorectal Cancer Screening</td>
<td>Facilitator: Lisa Hughes Resource Persons: Joseph A. Arite, C-3 Colorectal Cancer Coalition</td>
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<td>Pride of Baltimore 6th Floor</td>
<td>3B. Steps for Reimbursing Primary Care Providers</td>
<td>Facilitator: Tim E. Byers, MD Resource Person: Richard C. Wender, MD</td>
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<tr>
<td>St. George Room 6th Floor</td>
<td>3C. Strategies for State Priorities for Colorectal Cancer Screening</td>
<td>Facilitator: Mary K. Doroshenk, MA Resource Person: Scott M. Tenner, MD, MPH</td>
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<td>Watertable Ballroom C 5th Floor</td>
<td>3D. Calls to Action: An Effective Approach</td>
<td>Facilitator: Dee Ann DeRoin, MD, MPH Resource Person: Phillip L. Smith, MD, MPH, Indian Health Service (IHS)</td>
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<td>11:45 AM</td>
<td>15-Minute Break</td>
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<td>12:00 PM</td>
<td>Closing Keynote: Challenges and Opportunities for Preventive Services and Colorectal Cancer in the Current Health Care Reform Environment</td>
<td>Baltimore A &amp; B</td>
<td>Karen Pollitz, MPP Introduced by Karen J. Peterson, PhD, Prevent Cancer Foundation</td>
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<td>12:45 PM</td>
<td>Closing Remarks</td>
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<td>Karen J. Peterson, PhD</td>
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<td>1:00 PM</td>
<td>Program Concludes and Box Lunches Available If Ordered at Registration</td>
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