

Overview of the 2011 *Dialogue for Action*

“Dialogue with others of similar interests is so beneficial—it provides support, reassurance and a platform for the future by collaborating, brainstorming and acting.”

-2011 *Dialogue* Participant

Every year, the Prevent Cancer Foundation convenes a national *Dialogue for Action* conference, which focuses on increasing colorectal cancer (CRC) screening as part of a comprehensive and coordinated cancer prevention strategy. Participants include primary care providers (family practitioners, internists, obstetrician/gynecologists, nurse practitioners and physician assistants), medical specialists (gastroenterologists, surgeons and radiologists), staff from government agencies and advocacy organizations, third-party payers, health educators, researchers and survivors.



Participants share information about their state CRC screening programs during the Pre-Conference Exchange.



2011 *Dialogue for Action*

The Foundation hosted its 13th annual *Dialogue for Action* on March 23-25, 2011, in Baltimore, Maryland. This year’s conference, *A Dialogue for Action on CRC Screening: Prevention Now for a Healthier Tomorrow*, brought together a multidisciplinary group of 193 health care professionals and advocates from 32 states, the District of Columbia and 20 tribal nations and urban Indian health organizations to discuss CRC screening in the changing health care system and health care reform.



(Top) Thursday keynote Marcus Plescia, MD, MPH, CDC; (Bottom) Friday Keynote Dan Heath, author of *Switch*

The 2011 conference included dynamic presentations and engaging small-group discussions on preventive services at the crossroads of change, strengthening relationships between primary care doctors and medical specialists and the changing role of nursing professionals. This year also included two keynote speakers. Using his background in both public health and primary care, Thursday keynote Marcus Plescia, MD, MPH, Director of the Division of Cancer Prevention and Control at the Centers for Disease Control and Prevention, gave a thoughtful talk on the emerging role of public health in 2014 and beyond. Friday keynote Dan Heath, author of *Switch: How to Change Things When Change is Hard*, delivered a lively presentation on simple techniques to encourage change.

Of the *Dialogue* attendees, 18% were doctors, about 12% were nursing professionals, 11% held PhDs, 15% held MPHs and nearly 16% were from state or local health departments. The conference offered continuing education for physicians, nursing professionals and certified health education specialists.



Standing with Carolyn Aldigé, *President and Founder of the Prevent Cancer Foundation* (second from right), are Laurels recipients (L to R): Ms. Doroshenk, Dr. Jones and Dr. Percac-Lima.

Cancer Prevention Laurels

On Thursday, March 25, 2011, the Cancer Prevention Laurels Awards Luncheon was held to recognize and celebrate innovators and leaders in cancer prevention. This year’s award recipients were Mary K. Doroshenk, MA, for national leadership, Whitney F. Jones, MD, for advocacy, and Sanja Percac-Lima, MD, PhD, for innovative programs.

Feedback from Participants

Participants reported great satisfaction with the conference. Keynote speakers (90% satisfied or highly satisfied), panelists (83% satisfied or highly satisfied) and small-group conversations (84.5% satisfied or highly satisfied) received high praise.

- About Friday keynote Dan Heath: “Excellent! Great addition to the conference”
- “My life in healthcare is in a constant state of change! Making effective and efficient change is the key. This meeting helps!”
- “Dr. Tucker’s presentation at the beginning of the conference was simply outstanding. What a great way to begin the meeting.”
- “Overall EXCELLENT quality of speakers”
- “Loved the focus on health care reform.”

Outcomes

The *Dialogue for Action* is designed to foster a dynamic exchange on the challenges of and opportunities for increasing CRC screening at the local and national levels. Participants are equipped to apply concepts and leverage resources in post-conference CRC activities in their communities.

- As a result of attending *Dialogue*, 68% of participants intend to implement change in their workplaces or communities.
- “I’ll work with my *Switch* worksheet to address a number of issues. Press releases and newsletter content will be updated to ‘shape the path’.”
- Following the conference, 78% plan to contact other participants to discuss or collaborate on CRC screening activities.
- Eighty-seven percent reported an improvement in their ability to identify and assess at least three changes in the emerging organization of health care related to medical homes, community health centers or electronic health records.



Drs. Kamin VanGuilder, Chyke Doubeni and Barry Berger discussing the adoption of evidence-based practices in primary care.

For More Information

To learn more about the national or state *Dialogue for Action*, visit www.dialogueforaction.org or contact Suzette Smith at 703-837-3695 or Suzette.Smith@preventcancer.org.