



 **prevent
cancer**[®]
FOUNDATION



2018

DIALOGUE FOR ACTION[®]





RUTH ETZIONI, PH.D.
OPENS THE CONFERENCE

The 20th annual *Dialogue for Action*® on Cancer Screening & Prevention engaged a diverse and committed audience from 41 states, 12 American Indian/Alaska Native tribes and organizations, the District of Columbia, Puerto Rico, Guam and Saipan. The conference took place on April 11-13, 2018 at Hilton McLean Tysons Corner Hotel in McLean, Virginia.

One exciting addition to this year's *Dialogue* was the opportunity to again earn continuing education (CE/CEU) credits. Nurses and nurse practitioners were able to receive up to 18 CE credits through the National Association of Nurse Practitioner's in Women's Health and health educators could receive up to 17.5 CEU credits through the National Commission for Health Education Credentialing. In total 25 nurses/nurse practitioners and nine health educators received educational credits from the *Dialogue*.

After the *Dialogue for Action*® concluded on April 13, the Foundation asked attendees to provide event feedback through an online survey. The quotes throughout this report highlight what attendees had to say.

The Prevent Cancer Foundation® packs a ton of content into this three-day conference, so if you missed sessions (or are looking for added insight,) the following examples offer a small taste of the many great sessions offered at this year's event.

SESSION SPOTLIGHT



Wednesday, April 11

Evidence, Opinion and Fact in Cancer Screening

There is nothing like a little biostatistics to wake you up in the morning, at least when you have a speaker as engaging as Ruth Etzioni, Ph.D.! The Foundation was overjoyed to welcome back Dr. Etzioni of Fred Hutchinson Cancer Research Center as the first presentation of *Dialogue* 2018. Her insightful analysis of quantitative evidence in cancer screening is always a hit with *Dialogue* attendees, and her work continues to impress.



Thank you for this topic and session - there is ALWAYS room for more education on interpretation of data!



Dr. Etzioni kicked off the program with an updated look at the importance of analyzing evidence in cancer screening. Dr. Etzioni guided the audience through a comparison of case studies and news articles from the New York Times and the Wall Street Journal to show how different media sources interpret results. When it comes to distinguishing opinion from fact, she advised the audience to “interrogate the numbers” and “beware of the byline.”



Another key takeaway from the session: the existence of overdiagnosis is a fact, but it does not mean a test is not efficacious (effective or successful in producing a desired/intended result). Even the most efficacious test will not save all lives.

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The presentation packed a lot of great information in a short amount of time. I appreciated how Dr. Etzioni pulled apart the various articles and studies to dig deeper and explain what questions one should ask as they read/review. Very helpful!

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SESSION SPOTLIGHT



Thursday, April 12

Opening Keynote: How to Democratize Medical Knowledge and Bring Best Practice Care to One Billion People by 2025

Erika Harding, MA started her keynote talk by presenting the audience with two big problems in cancer and beyond: the first was that billions of people lack access to high quality health care at the right place and the right time, and the second was that, although medical knowledge is growing exponentially, it is not being widely shared—and thus is not being put into practice across the globe. Harding explained that Project ECHO® is addressing these problems by expanding access to knowledge equally to everyone.

Harding covered the history of Project ECHO and the ECHO Model. Project ECHO is a lifelong learning and guided practice model that revolutionizes medical education and increases workforce capacity to reduce health disparities

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Project ECHO is a great model that I think we can use to increase the reach of our work.

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(L-R) ELAINE SCHATTNER, M.D., MA;
EDITH P. MITCHELL, M.D.;
AND REAR ADMIRAL RETIRED
BORIS D. LUSHNIAK, M.D



through its hub-and-spoke knowledge sharing networks. She emphasized that ECHO is not just telemedicine, but it does use technology to provide interactive, didactic and case-based learning through centers of expertise (hubs), which share knowledge and best practices with ‘satellites’ (spokes) of people who then increase their skills. ECHOs are small, intimate, relationship-based networks of learners; and through its ripple/echo effect across communities, Project ECHO will improve the lives of one billion people by 2025.

View Erika Harding’s [slides](#) and listen to a full audio recording of her presentation [here](#).

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Love to continue to learn more about this topic! Hoping to bring Project ECHO to my site and colorectal cancer screening program.

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SESSION SPOTLIGHT



Friday, April 13

Closing Keynote: Visions for the Future of Cancer Prevention

Instead of a single speaker, this year’s closing keynote featured a panel of visionaries. Rear Admiral Retired Boris D. Lushniak, M.D., MPH, Edith P. Mitchell, M.D., FACP, FCPP, and Elaine Schattner, M.D., MA, made up the diverse panel moderated by Susan Dentzer. In her opening remarks, Susan Dentzer referred to cancer prevention as the “low-hanging fruit”—it will not be an easy path, but it is “the most obvious [way] to decrease rates of cancer.”

Dr. Lushniak approached the issue by starting with what the past has taught us. His vision for the future included prevention as “ultimately a community endeavor” and risk-factor identification as a part of increased personalization in medicine. He concluded by asking the audience, “What will be the ten great public health achievements of the 21st century?”

Dr. Mitchell followed with a few action items for the audience, including participating in national cancer initiatives in their own communities. She said, “All of us have a participatory activity we can do. We need to know what is available and be advocating for getting this information out into our communities.”



SUSAN DENTZER GIVING
OPENING REMARKS.

Dr. Schattner focused on prevention as both an individual and societal issue. She asked, “How do we get people to change their lifestyles?” and noted this is one of the hardest pieces of cancer prevention, because it is hard to persuade people without pointing fingers. She also talked about a need to prioritize and incentivize research. Prevention may not be a priority for oncologists and patients living with disease, but it should be.

View all three speaker’s [slides](#) and listen to a full audio recording of the session [here](#).

“ I found all the information very informative. As I am new to the Wyoming Cancer Program and this was my first time at Dialogue, I was primarily focused on soaking up the information and educating myself. But a couple of the breakout sessions I attended were very inspirational and I believe much of that information could be implemented in our program.

“ This is one of my favorite conferences. The topics are always interesting, sharing most recent research and insights.

What’s in store for Dialogue 2019?

Dialogue for Action® 2019 will be held April 24-26, 2019 at Hilton Crystal City in Arlington, Virginia.

We are striving for our best Dialogue yet with more of the engaging high-quality content and speakers attendees have come to expect paired with an exciting new location! Past attendees expressed a desire to be closer to Washington, D.C., and our new location delivers on that request! Hilton Crystal City is less than a 15-minute drive to the National Mall and the Washington monument (even with traffic) and is easy walking distance to the Crystal City Metro, which is just three metro stops away from downtown D.C. on the yellow line. You will also enjoy the easy airport access, with Ronald Reagan Washington National Airport less than a mile from the hotel and Metro accessible. Additional benefits to this new location include proximity and easy access to several running/walking trails (like the Mt. Vernon Trail) and a variety of restaurants. We look forward to another year of great dialogue in our new location!