

Marching Toward Cancer Prevention

Raising Awareness ■ Stimulating Discussion ■ Motivating Change

March 27-29, 2008 ■ Rochester, Minn.

www.mayoclinic.org/cancer-education-rst/specialevents.html



Marching Toward Cancer Prevention will include:

THURSDAY, MARCH 27

- Clinical updates symposium
- Community town hall meeting

FRIDAY, MARCH 28

- Interactive workshop
- Networking reception

SATURDAY, MARCH 29

- Get Your Rear in Gear 5K Run/Walk
- Pathways to Prevention Health Fair



General Information

Over the past few years, health organizations have recognized the importance of working together to help prevent cancer. Mayo Clinic Cancer Center, University of Minnesota – Rochester, and the Colon Cancer Coalition are pleased to offer this conference to help further collaborative efforts specifically among organizations in the Midwest. Participants will discuss the latest developments in cancer, share elements of successful outreach programs, and determine collective strategies for further prevention strategies.



Conference Goals:

- Examine the national cancer burden, specifically within the midwest
- Investigate obstacles to the improvement of screening rates
- Explore the implementation of innovative preventive services models
- Provide a collaborative venue for participants to identify programmatic aids for improvising cancer prevention

Objectives:

- Recognize issues that define the cancer burden in local communities, including multicultural populations
- Discuss emerging technologies in cancer prevention, screening and detection
- Identify cancer prevention programs that can be replicated in other communities for a variety of cancers
- Provide a forum for business leaders to exchange ideas regarding the economics of cancer prevention
- Engage the public to learn about cancer prevention through interactive displays

Intended Audience

Health educators, public health professionals, community health workers, patient advocates, comprehensive cancer control staff, primary practitioners (MD, NP, CNS, PA), medical students, nurses, social workers, researchers, genetic counselors, business leaders, multicultural leaders, legislators and policymakers.

Credit

CME or CEU credits will not be offered for this conference.

Registration

Complete the attached registration form and return by mail by March 3, 2008. Registration includes tuition, handouts, continental breakfast, refreshments, lunches, and a reception. Space is limited, therefore, early registration is advised. A letter of confirmation will be sent upon receipt of payment and completed registration form.

Cancellation Policy

Your registration fee, less a \$10 administrative fee, will be refunded when written notification is received before March 15, 2008.

Accommodations

Guest rooms have been reserved at the following hotels. To receive the conference rate, reservations must be made before the room block is filled or before March 6, 2008. Please identify yourself as a Marching Toward Cancer Prevention conference participant.

Radisson Plaza Hotel

150 South Broadway, Rochester, MN 55904
(800) 333-3333 or (507) 281-8000
\$93 single/double per night

Hilton Garden Inn

225 South Broadway, Rochester, MN 55904
(877) 782-9444 or (507) 285-1234
\$93 single/double per night

Parking

Parking is available in hotel, city, and Mayo Clinic ramps. A map of downtown parking facilities will be mailed with the registration confirmation letter.

Educational Grants

This conference is supported in part by unrestricted educational grants. At the time of this printing, a complete listing of commercial supporters was not available. Appropriate acknowledgment will be given to supporters during the conference.

Platinum Level Supporters (\$10,000)



Gold Level Supporter (\$5,000)

UNIVERSITY OF MINNESOTA

Cancer Center

Clinical Updates Symposium

Thursday, March 27, 2008

Mayo Clinic, Geffen Auditorium, Gonda Building, Subway Level
200 First Street S.W., Rochester, MN 55905

- 12:00 p.m. On-site Registration & Box Lunches
- 12:30 p.m. Recent Trends in Cancer Incidence & Mortality
Tim Church, Ph.D., University of Minnesota
- 1:00 p.m. MR Mammography: Who Needs It? – Michael Nelson, M.D., University of Minnesota
- 1:30 p.m. Pros & Cons of HPV Vaccination – Cindy Melloy, M.D., Coborn Cancer Center
- 2:00 p.m. CT Colonography: Current & Future Perspectives – Mark Reichelderfer, M.D.,
University of Wisconsin School of Medicine and Public Health
- 2:30 p.m. PSA Screening: Simple Test, Difficult Decision – George Klee, M.D., Ph.D., Mayo Clinic
- 3:00 p.m. Break
- 3:15 p.m. Is There a Sunscreen Controversy in Skin Cancer Prevention?
Roger Weenig, M.D., Mayo Clinic
- 3:45 p.m. Influence & Effects of Age Biases on Cancer Prevention
Robert Wallace, M.D., University of Iowa Holden Comprehensive Cancer Center
- 4:15 p.m. Novel Approaches to Tobacco Cessation – Jon Ebbert, M.D., Mayo Clinic
- 4:45 p.m. Ask the Experts – All Faculty
- 5:15 p.m. Adjourn

Interactive Workshop

Friday, March 28, 2008

Kahler Grand Hotel, Heritage Hall, Subway Level
20 Second Avenue, S.W., Rochester, MN 55902

- 7:30 a.m. On-Site Registration & Continental Breakfast
- 8:00 a.m. Welcome & Introduction – Paul Limburg, M.D., M.P.H., Mayo Clinic
- 8:15 a.m. Keynote: Prioritizing Prevention
Ernie Hawk, M.D., University of Texas M.D. Anderson Cancer Center
- 9:00 a.m. *Three demonstration projects will be highlighted during sessions 1 and 2.
Please choose one of the following:*
- Session 1: Colorectal Cancer Screening**
- Colorectal Cancer-Free Zone (Minnesota)
 - AARP Colorectal Cancer Postcard Campaign (Nebraska)
 - Colorectal Cancer Screening Initiative for Disparate Populations (South Dakota)
- Session 2: Reaching Multicultural Communities**
- Community Health Worker Project (Minnesota)
 - Community Conversations with Tai Dam and Latino Communities (Iowa)
 - Standing Rock Reservation Cancer Screening Project (North Dakota)
- 10:30 a.m. Break & Exhibits
- 11:00 a.m. *Three demonstration projects will be highlighted during sessions 3 and 4.
Please choose one of the following:*
- Session 3: Worksite Wellness**
- TLC Survivorship in the Workplace (Kansas)
 - Worksite Wellness Toolkit (Wisconsin)
 - Body & Soul (Wisconsin)
- Session 4: Prevention & Screening**
- Online Patient Screening Tool (Kansas)
 - Learn, Don't Burn (Kansas)
 - Federally Qualified Health Centers Cancer Collaborative (Wisconsin)
- 12:30 p.m. Lunch & Exhibits
- 1:45 p.m. **Breakouts – Choose one of the following:**
- Designing & Implementing Community Outreach Projects
 - The Politics of Prevention: Working With Elected Officials to Facilitate Change
- 2:45 p.m. Break

- 3:00 p.m. **Breakouts – Choose one of the following:**
- Evaluating the Effectiveness of Health Outreach Programs
 - Health Disparities in Cancer Prevention: Culture & Communications
- 4:00 p.m. Summary
- 4:30 p.m. Adjourn
- 4:45 p.m. Reception at Michael's Restaurant, 15 South Broadway, Rochester, MN 55904

Also join us for....

Town Hall Meeting

Cancer Prevention: What's the Bottom Line?

This meeting will focus on cancer prevention in the business community. Panelists will discuss the rewards of cancer prevention, why a healthier workforce is important, and the future of cancer prevention. In addition, topics include challenges the business community is facing for offering cancer prevention and screening coverage to employees and how businesses can receive a return on investment.

- Date: **Thursday, March 27, 2008**
- Time: **5:30-7:30 p.m.**
- Speakers: Gary Gurian, C-Change, and John Dorman, CEO Roundtable on Cancer
- Location: University of Minnesota – Rochester, University Square, 4th Floor, 111 South Broadway, Rochester, MN 55904
- Audience: Local business and community leaders, multicultural leaders, medical professionals involved with the care of those affected by cancer, regional cancer center directors.
- Cost: Free; light refreshments will be served.
- More Info: www.mayoclinic.org/cancer-education-rst/specialevents.html
or call (507) 266-9087

Get Your Rear in Gear 5K Run/Walk

The Colon Cancer Coalition invites you to the inaugural Rochester Get Your Rear in Gear 5K Run/Walk. Our goal is to host 500 – and hopefully many more! – runners and walkers of all abilities to help raise awareness and funds. Funds will be invested in local projects that help educate the public about colorectal cancer, encourage screening and emotionally support those diagnosed with the disease.

- Date: **Saturday, March 29, 2008**
- Registration: **7:00 a.m.; Race begins at 8:00 a.m.**
- Location: Mayo Civic Center, 30 Civic Center Drive S.E., Rochester, MN 55904
- Cost: Early Registration: \$20 per adult, \$12 per child
After March 24th or at event: \$25 per adult, \$15 per child
*Sign up online at www.getyourrearingear.com or at www.active.com.
Technical running shirt and goodie bag guaranteed to first 500 participants.*
- More Info: www.getyourrearingear.com or call (952) 426-6521

Pathways to Prevention Health Fair

At the conclusion of the 5K run/walk, stay and play at the Pathways to Prevention Health Fair. Building on the success of the 2005 fair, the event will once again be filled with creative, hands-on and interactive demonstrations for the entire family to learn about cancer prevention, screening and treatment. Features include the "Check Your Insides Out" exhibit, including a giant walk-through colon; the Dr. Scientificus and the Healthy Habits Kids puppet show; a model of an endoscopy suite complete with equipment; and many interesting games and treats.

- Date: **Saturday, March 29, 2008**
- Time: **9:00 a.m.-3:00 p.m.**
- Location: Mayo Civic Center, 30 Civic Center Drive, S.E., Rochester, MN 55904
- Cost: Free
- More Info: www.mayoclinic.org/cancer-education-rst/specialevents.html
or call (507) 266-9087

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Mail form and check to:

Mayo Clinic

Registrar

Cancer Education Center, Gonda Lobby, 334

200 First Street SW

Rochester, MN 55905

Phone 507-284-2241

FAX 507-284-1544

E-mail canceredprog@mayo.edu

Contact Information

Name – first name, middle name or initial, and last name		Degree – select all that apply <input type="checkbox"/> MD <input type="checkbox"/> PhD <input type="checkbox"/> MPH <input type="checkbox"/> RN <input type="checkbox"/> Other - specify	
Institution			
Mailing Address		Phone Number – including area code	
City	State	ZIP Code	
E-mail Address (to be used for conference correspondence)			
SPECIAL NEEDS If you have special assistance needs or dietary restrictions, describe here:			

Registration

Please indicate if you plan to attend the Friday, March 28 complimentary reception at Michael's Restaurant (additional guests = \$15 each):			<input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Thursday Town Hall	\$0	\$	_____
<input type="checkbox"/> Thursday Symposium Only:	\$25	\$	_____
<input type="checkbox"/> Friday Workshop Only:	\$35	\$	_____
<input type="checkbox"/> Thursday Symposium & Friday Interactive Workshop	\$50	\$	_____
<input type="checkbox"/> Reception Ticket (add'l guest)	\$15	\$	_____
Total Payment Enclosed:		\$	_____
Make checks payable to Mayo Clinic Rochester. A limited number of needs-based registration scholarships are available. For more information, e-mail canceredprog@mayo.edu .			

If you plan to attend Friday's Interactive Workshop, please choose sessions you plan to attend:

9:00-10:30 a.m.:

Session 1: Colorectal Cancer Screening

Session 2: Reaching Multicultural Communities

11:00 a.m.-12:30 p.m.:

Session 3: Worksite Wellness

Session 4: Prevention & Screening

1:45-2:45 p.m.:

Designing & Implementing Community Outreach Projects

The Politics of Prevention: Working with Elected Officials to Facilitate Change

3:00-4:00 p.m.:

Evaluating the Effectiveness of Health Outreach Programs

Health Disparities in Cancer Prevention: Culture & Communications

DISCUSSION TOPIC (Optional) – If you plan to attend Thursday's Clinical Updates Symposium, please provide a brief, 1-2 sentence description of a cancer prevention topic that you would like to discuss:

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Registration Deadline: March 3, 2008

Organizing Sponsors:

- American Cancer Society
- Colon Cancer Coalition
- Coborn Cancer Center/St. Cloud Hospital
- Fond du Lac Wiidookaage Cancer Program
- Iowa Comprehensive Cancer Control Program
- Mayo Clinic Cancer Center
- Minnesota Comprehensive Cancer Control Program
- Minnesota Community Health Worker Project
- National Cancer Institute's Cancer Information Service
- North Dakota Cancer Control Program
- Olmsted County Public Health Services
- University of Iowa Holden Comprehensive Cancer Center
- University of Minnesota - Rochester
- University of Minnesota Cancer Center
- University of Wisconsin Paul P. Carbone Comprehensive Cancer Center
- Wisconsin Comprehensive Cancer Control Program
- Nebraska Comprehensive Cancer Control Program
- Kansas Comprehensive Cancer Control Program

**Mayo Clinic
Cancer Education Program**
Gonda Lobby - CEC 334
200 First St. SW
Rochester, MN 55905

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