

CECCR

Centers of Excellence in Cancer Communication Research (CECCR)

Grantee Meeting

April 28-29, 2008

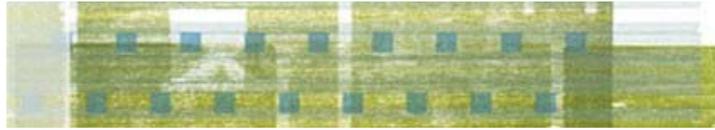
Atlanta Marriott Downtown

Atlanta, Georgia

Agenda

Monday, April 28, 2008

- 8:00 - 8:30 a.m.** **Registration and Continental Breakfast**
Centennial B
- 8:30 - 9:00 a.m.** **Welcoming Remarks and Introductions**
Centennial B
- ❖ *Bradford Hesse, National Cancer Institute*
 - ❖ *Michael Stefanek, American Cancer Society*
- 9:00 - 10:00 a.m.** **Keynote Speakers: Why do we need evidence base in cancer communication?**
Centennial B
- ❖ *Elmer Huerta, American Cancer Society*
 - ❖ *Jay Bernhardt, Centers for Disease Control and Prevention*
- 10:00 - 10:15 a.m.** **Break**
- 10:15a.m. - 12:15 p.m.** **CECCR Overview**
Centennial B
- ❖ *Robert Hornik, University of Pennsylvania*
 - ❖ *David Gustafson, University of Wisconsin*
 - ❖ *Matthew Kreuter, St. Louis University*
 - ❖ *Victor Strecher, University of Michigan*
- 12:15 - 12:30 p.m.** **Orientation to Showcase/Breakout Groups**
Centennial B
- ❖ *Sabra Woolley, National Cancer Institute*
- 12:30 - 3:00 p.m.** **Lunch and Showcase**
- 3:00 - 5:00 p.m.** **Breakout Groups**
- Athena **Public communication and cancer: channels and messages**
❖ *University of Pennsylvania*
- Poseidon **Using technology to support cancer patients and caregivers**
❖ *University of Wisconsin*
- Olympic **Putting cancer communication science into action to eliminate health disparities**
❖ *St. Louis University*
- Centennial A **Personalizing communication through interactive technology**
❖ *University of Michigan*



Tuesday, April 29, 2008

- 8:00 – 9:00 a.m. Breakfast**
- 9:00 - 10:30 a.m. Report Back Panels**
Centennial B
- Public communication and cancer: channels and messages**
❖ *University of Pennsylvania*
 - Using technology to support cancer patients and caregivers**
❖ *University of Wisconsin*
- 10:30 - 10:45 a.m. Break**
- 10:45 - 12:15 p.m. Report Back Panels (cont.)**
Centennial B
- Putting cancer communication science into action to eliminate health disparities**
❖ *St. Louis University*
 - Personalizing communication through interactive technology**
❖ *University of Michigan*
- 12:15 - 1:15 p.m. Lunch**
- 1:15 - 2:30 p.m. History of the Future Panel**
Centennial B
- ❖ *Moderator: Sabra Woolley, National Cancer Institute*
- 2:30 - 3:00 p.m. Break**
- 3:00 - 5:00 p.m. Post-Conference Round Tables**
Centennial B
- ❖ *National Cancer Institute*
 - ❖ *American Cancer Society*
 - ❖ *Centers for Disease Control and Prevention*
 - ❖ *Lance Armstrong Foundation*
 - ❖ *Susan G. Komen for the Cure*
 - ❖ *CANCER*
- 3:00 – 4:00 p.m. CECCR PI Business Meeting**
Centennial A
- 4:00 – 7:00 p.m. Focused Discussion on Communication and Tobacco Control**
Centennial A
- ❖ *NCI Tobacco Control Research Branch*
 - ❖ *CDC Office of Smoking*