

National Call to Action on Cancer Prevention and Survivorship
2010 Workshop: Innovation in the War on Cancer

AGENDA
MARCH 15, 2010

At the Headquarters of the American Association for the Advancement of Science
1200 New York Avenue NW, Washington, D.C., 20005

- 8:30 to 9:00 a.m. **Registration and Continental Breakfast**
- 9:00 to 9:05 a.m. **Welcome and Introductory Remarks**
Christine L. Sardo, M.P.H., R.D., Canyon Ranch Institute
2010 Workshop Planning Committee Chairperson
- 9:05 to 9:45 a.m. **Keynote Addresses: Cancer Prevention and Survivorship**
- Richard H. Carmona, M.D., M.P.H., FACS, Canyon Ranch Institute
17th United States Surgeon General (2002-2006)
 - Billy Tauzin, Pharmaceutical Research and Manufacturers of America (PhRMA)
- 9:45 to 10:00 a.m. Q&A with the Keynote Speakers
- **Moderator:** David S. Alberts, M.D., Arizona Cancer Center
- 10:00 to 11:15 a.m. **Panel 1: Where is the innovation happening and how?**
- **Moderator:** Kavita K. Patel, M.D., M.S.H.S., The White House
- Objectives: 1. Provide an update on recent efforts that support and contribute to innovation in the war on cancer and 2. Share innovative programming, lessons learned, and define measurable results that have improved cancer prevention and survivorship through collaborative and innovative efforts.
- Speakers:
- Biomedical: Thomas F. Goss, Pharm.D., Boston Healthcare Associates
 - Advocacy and Community Engagement: Ruth Rechis, Ph.D., **LIVESTRONG**
 - Policy, Collaboration, and Transformation: Kenneth H. Buetow, Ph.D., National Cancer Institute
 - Prevention and Control: Laura C. Seeff, M.D., Centers for Disease Control and Prevention
- 11:15 to 11:45 a.m. Moderated discussion with Panel 1
- 11:45 a.m. **Keynote Address**
- Howard K. Koh, M.D., M.P.H., 14th Assistant Secretary for Health
U.S. Department of Health and Human Services
- 12:15 to 1:00 p.m. **Buffet Lunch**

- 1:00 to 2:15 p.m. **Panel 2: How do we catalyze continued innovation in the war on cancer?**
- **Moderator:** Steven R. Patierno, Ph.D., George Washington Cancer Institute
- Objectives: 1. Examine the direction of innovation in the war on cancer, identify gaps, and outline key elements need for further progress, and
2. Call upon participants to define steps and commit to take action to catalyze, facilitate, and sustain progress.
- Speakers:
- Biomedical: Mace L. Rothenberg, M.D., Pfizer
 - Advocacy and Community Engagement: Kim Thiboldeaux, Cancer Support Community
 - Policy, Collaboration, and Transformation: Adam Michael Clark, Ph.D., **LIVESTRONG**
 - Prevention and Control: Peter Greenwald, M.D., Dr.P.H., National Cancer Institute
- 2:15 to 2:45 p.m. Moderated discussion with Panel 2
- 2:45 to 3:45 p.m. **Discussion** to prioritize next steps of the *National Call to Action* Community
- **Moderator:** Richard H. Carmona, M.D., M.P.H., FACS
- 3:45 to 4:00 p.m. **Closing:** Christine L. Sardo, M.P.H., R.D.
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Acknowledgements

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Planning Committee:

- David S. Alberts, M.D., Arizona Cancer Center
- Sharon Brigner, M.S., R.N., Pharmaceutical Research and Manufacturers of America
- Richard H. Carmona, M.D., M.P.H., FACS, Canyon Ranch Institute
- Adam Michael Clark, Ph.D., Lance Armstrong Foundation
- Gary L. Gurian, C-Change
- Kavita K. Patel, M.D., M.S.H.S., The White House
- Steven R. Patierno, Ph.D., George Washington Cancer Institute
- Christine L. Sardo, M.P.H., R.D., Canyon Ranch Institute (Planning Committee Chairperson)

Planning Committee Staff:

- Jennifer Cabe, M.A., Canyon Ranch Institute, editor of the *National Call to Action on Cancer Prevention and Survivorship*
- Jan McIntire, Canyon Ranch Institute

For more information about the *National Call to Action on Cancer Prevention and Survivorship* visit www.NCTAcancer.org