



Overview of the 2012 *Dialogue for Action*™

“Great gathering of minds and diversity of disciplines. Looking forward to future programs and adding my voice to the dialogue again.”

-2012 *Dialogue* Participant

The Prevent Cancer Foundation’s national *Dialogue for Action* is an annual 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, nurses and nurse practitioners and physician assistants), medical specialists (gastroenterologists, surgeons and radiologists), staff from government agencies, nonprofits and advocacy organizations, third-party payers, health educators, researchers and survivors.



Participants chat about posters during a break.

2012 *Dialogue for Action*



Mary Wozniak, MPH, listens as Genevieve Greely, BS, MCHES, shares her organization’s poster (top). Keynote panelists Drs. Schwartz, Snyder, and Baron are introduced by Susan Dentzer (L to R).



The Foundation convened its 14th annual *Dialogue for Action* on March 21-23, 2012, in Baltimore, Maryland. This year’s conference, *A Dialogue for Action on Colorectal Cancer Screening: Today’s Progress, Tomorrow’s Challenge*, brought together over 200 health care professionals and advocates from 34 states, the District of Columbia and eight tribal nations and urban Indian health organizations. It was a highly diverse group that was evenly divided among staff from public and private organizations and from public health and clinical preventive services.

The 2012 conference featured dynamic presentations and engaging small-group discussions on cutting-edge topics. Day One began with a stimulating keynote panel discussion on the quality and costs of health care in our future moderated by Susan Dentzer, Editor-in-Chief, *Health Affairs*. The panelists were: Rich Baron, MD, CMS Center for Innovation, Richard L. Snyder, MD, Independence Blue Cross and Sanford J. Schwartz, MD, University of Pennsylvania School of Medicine and Wharton School. Health care reform was a hot topic for several speakers, including Ian Millhiser, JD, Center for American Progress and David Woodmansee, American Cancer Society Cancer Action Network. Other topics included issues in implementing screening modalities, cancer screening in primary care, what it will take to keep increasing CRC screening rates, and innovations and best practices in cancer screening. The conference concluded with a lively panel of speakers sharing their perspectives on cancer screening in the media.

The conference offered continuing education credit for physicians, nursing professionals and certified health education specialists.

 *A Dialogue for Action*™ on Colorectal Cancer Screening:
Today’s Progress, Tomorrow’s Challenge

Renaissance Baltimore Harborplace Hotel • Baltimore, Maryland • March 21 – 23, 2012



Standing with Carolyn Aldigé, President and Founder of the Prevent Cancer Foundation on right, and Robert Smith, PhD, NCCRT, on far left, are Laurels recipients (L to R): Dr. Berger, Ms. Fonfa and Dr. Winawer.

Cancer Prevention Laurels

On Thursday, March 22, 2012, the Cancer Prevention Laurels Awards Luncheon recognized and celebrated innovators and leaders in cancer prevention. This year's award recipients were Jasjit S. Ahluwalia, MD, MPH, MS, for national leadership, Franklin G. Berger, PhD, for innovative programs and Ann E. Fonfa for advocacy. The first-ever Lifetime Achievement Laurel was awarded to Sidney J. Winawer, MD. These awards are co-sponsored by the Foundation and the National Colorectal Cancer Roundtable (NCCRT).

Feedback from Participants

Participants reported great satisfaction with the conference. Those who completed the evaluation survey gave the conference high praise: almost 96% reported being satisfied to very satisfied. Over 90% of respondents said that they attend the *Dialogue* because it provides information on current trends, innovations and updates on CRC screening. Some comments:

- "Excellent material, excellent speakers, with national influence, who are directly involved in the process; liked the discussion at the sessions."
- "This was my first [*Dialogue*] conference, and I was incredibly impressed with it: the organization, the variety of topics, the representation from all industries."
- "This conference far outdistances others because of the format and content."
- "The conference portrayed true action and progress..."

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, state and national levels. Participants are equipped to apply concepts and leverage resources in post-conference CRC activities in their communities.

- Over 95% reported an improvement in their ability to identify strategies to help continue increasing CRC screening rates in the coming years.
- Almost 70% plan to contact other participants to discuss or collaborate on CRC screening activities.
- As a result of attending *Dialogue*, over half of survey respondents intend to implement change in their workplaces or communities.
- "My program will pursue a mixed modality model for colorectal cancer screenings and push it, as appropriate, across the entire state as one that contains costs yet maintains a high standard of care."
-2012 *Dialogue* Participant



Enthusiastic participants from Alaska dress up as Polyp Men for Thursday's networking reception.

For More Information

To learn more about the national or state *Dialogue for Action*, visit www.dialogueforaction.org or contact Sarah Abou at 703-837-3682 or Sarah.Abou@preventcancer.org.