

CURE4KIDS GLOBAL SUMMIT JUNE 9-11, 2011

<http://www.cure4kids.org/conference>

FRIDAY JUNE 10, 2011 – IMPLEMENTATIONS AND APPLICATIONS DAY

15-minute presentations per presenter

Breakfast, Registration and Information Booth (7:00 – 8:00 AM at St. Jude Main Auditorium SJMA)

Sessions to be held at St. Jude Main Auditorium

Welcome Remarks from St. Jude Children's Research Hospital (8:00 – 8:15 AM at St. Jude Main Auditorium SJMA)

Session Chair: Yuri Quintana, PhD, Director, Education and Informatics, St. Jude Children's Research Hospital (Memphis, TN, USA)

Session F1: Expert Panel on the Global Need for Cancer and Health Education (8:15 – 9:30 AM at SJMA)

Session Chair: Eric D. Perakslis, PhD, Vice President of R&D Information Technology, Johnson & Johnson Pharmaceuticals (Centocor R&D, Horsham, PA), Chief Information Officer, Head of Biomedical Engineering, and Director, Office of Advocacy and Survivorship, King Hussein Institute of Biotechnology and Cancer (Amman, Jordan)

- **KEYNOTE SPEAKER: UICC World Cancer Declaration** – Julie Torode, PhD, Deputy CEO, Advocacy & Programmes Director, Union for International Cancer Control (UICC) (Geneva, Switzerland)
- **The St. Jude International Outreach Program** – Raul C. Ribeiro, MD, Member, St. Jude Faculty, Director, Leukemia / Lymphoma Division, Director, International Outreach Program, Associate Director for Outreach Program, Cancer Center, St. Jude Children's Research Hospital (Memphis, TN, USA)
- **Maximize Life Global Cancer Awareness Campaign: Improving the Lives of Cancer Patients While Increasing Global Awareness of Their Needs** – Pat Garcia-Gonzalez, MS, Executive Director and Co-Founder, The Max Foundation (Edmonds, WA, USA)
- **2011 United Nations Summit on Non-Communicable Diseases (NCDs) - Coming Together as One Voice for Children** – Kate Armstrong, BMed, DCH, MPH, President & Founder, Caring & Living As Neighbours (CLAN) (Sydney, New South Wales, Australia), Chair, NCD Alliance Child-focused Working Group

- **Discussion (9:15-9:30 AM)**

Session F2: National Approaches to Cancer Prevention and Communications (9:30 – 10:30 AM at SJMA)

Session Chair: Lisa M. Klesges, PhD, Interim Dean, School of Public Health, University of Memphis (Memphis, TN, USA)

- **Driven by Evidence: Strategic Approaches for Communications and Education at NCI** – Lenora Johnson, DrPH, MPH, Director, Office of Communications and Education (OCE), National Cancer Institute (NCI) (Washington, D.C., USA)
- **Research, Practice and Policy Partnership Innovations in Cancer Prevention** – Jon F. Kerner, PhD, Chair, Primary Prevention and Senior Scientific Advisor for Cancer Control and Knowledge Translation, Canadian Partnership Against Cancer (Toronto, Ontario, Canada)
- **Discussion (10:15-10:30 AM)**

Break (10:30 – 11:00 AM at St. Jude Board Room)

Session F3: Cancer Education in Schools and Communities (11:00 AM – 12:30 PM at SJMA)

Session Chair: Yuri Quintana, PhD, Director, Education and Informatics, International Outreach Program, St. Jude Children's Research Hospital (Memphis, TN, USA)

- **Cure4Kids for Kids: School-Based Education for Cancer Prevention** – Aubrey Van Kirk, Coordinator, Cancer Educational Outreach, International Outreach Program, St. Jude Children's Research Hospital (Memphis, TN, USA)
- **Working towards Cancer and Healthy Living Education around the World: The Experience at La Salle Campus Barcelona** – Tallulah Forrest, CSR Manager, La Salle Campus Barcelona- Universitat Ramon Llull (Barcelona, Spain)
- **Changing How Classrooms Talk about Cancer: Creating and Implementing LIVESTRONG at School** – Claire Neal, MPH, CHES, Senior Director for Mission, Lance Armstrong Foundation (Austin, TX, USA)
- **Cancer Education and Community Outreach in Jordan** – Ruba Anastas, Manager, International Extramural Affairs Office, King Hussein Cancer Center (KHCC) (Amman, Jordan)
- **Teenage Cancer Trust Education and Advocacy Programme: A United Kingdom Approach** – Amy Harding, RN, Head of Education and Advocacy, UK North, Teenage Cancer Trust (London, UK)
- **Discussion 12:15-12:30 PM**



Lunch (12:30 – 1:30 PM at SJPV) Lunch and Exhibits will be available at the St. Jude Pavilion

Session F4: Promoting Healthy Living in Youth to Reduce Cancer Risk (1:30 – 2:30 PM at St. Jude Main Auditorium SJMA)

Session Chair: Aubrey Van Kirk, Coordinator, Cancer Educational Outreach, International Outreach Program, St. Jude Children's Research Hospital (Memphis, TN, USA)

- **Kids Eat Right: The American Dietetic Association's Public Education Campaign** – Deborah Slawson, PhD, RD, LDN, Assistant Professor, Department of Community Health, College of Public Health, East Tennessee State University (Johnson City, TN, USA)
- **Medical Students Educate Orange County, CA Teens about Skin Cancer: What Have We Learned?** – Jeanette M. Kamell, MD, University of California, San Francisco (San Francisco, CA, USA)
- **Discussion (2:15-2:30)**

Break (2:30 – 3:00 PM at St. Jude Board Room)

Session F5: Innovation in Health Education and Communication (3:00 – 3:45 PM SJMA)

Session Chair: Yuri Quintana, PhD, Director, Education and Informatics, International Outreach Program, St. Jude Children's Research Hospital (Memphis, TN, USA)

- **KEYNOTE SPEAKER: Reverse Mentorship in the Age of the Internet and Global Telecommunications: Are We Ready to Learn from Our Children?** – Alejandro (Alex) R. Jadad, MD, DPhil, FRCPC, FCAHS, Chief Innovator and Founder, Centre for Global eHealth Innovation, University Health Network, Canada Research Chair in eHealth Innovation (Toronto, ON, Canada)
- **Cure4Kids Global Innovation Challenge – Presentation of Youth Award Winners and Outstanding Educator Awards** – Yuri Quintana, PhD, Director, Education and Informatics, International Outreach Program, St. Jude Children's Research Hospital (Memphis, TN, USA)

Session F6: Youth and Tobacco (3:45 – 4:30 PM SJMA)

Session Chair: Vida L. Tyc, PhD, Member, Department of Psychology, St. Jude Children's Research Hospital

- **SMOKE-FREE Kids - Tobacco Education for Youth in the USA** – Jeffrey S. Wigand, MA, PhD, MAT, Sc.D. Founder, SMOKE-FREE KIDS
- **Lessons Learned from Youth Tobacco Use Prevention Campaigns** – Karen K. Gutierrez, Director, Global Dialogue for Effective Stop-Smoking Campaigns and Social Marketing Consultant (Minneapolis-St. Paul, MN, USA)

- **Discussion (4:15-4:30)**

Session F7: Empowering Our Local Communities for Science and Health Promotion (4:30 – 5:30 PM SJMA)

Session Chair: George Vélez, MBA, CFAAMA, Administrative Director, International Outreach Program, St. Jude Children's Research Hospital (Memphis, TN, USA)

- **Community Health Care Quality Indicators** – Renee Frazier, MHSA, FACHE, Chief Executive Officer, Healthy Memphis Common Table (HMCT) (Memphis, TN, USA)
- **The Mid-South STEM Alliance** – Captain Douglas A. McGowen, Commanding Officer, Naval Support Activity Mid-South (Millington, TN, USA), Chair of the Board, Mid-South STEM Alliance (Memphis, TN, USA)
- **Community Health Advisors: A Model in Community Outreach and Health Education** – Sandra J. Hamilton, RN, FNP, MED, Bert Fayne, Brenda Kyles, Barbara Davis, Faye Hollowell, Eric Fowler, MS, CGC, Lee Schwartzberg, MD, Tennessee Cancer Coalition West Region, (Memphis, TN, USA)
- **Discussion: 5:15-5:30**

Session F8: KEYNOTE SPEAKER: A C Wharton, Jr., Mayor of Memphis (5:30 – 6:00 PM SJMA)

Session F9: Open Reception – Meet the Mayor and Poster Session at St. Jude Pavilion (6:00 – 8:00 PM SJPV)

- **From the Pulpit to the Frontline: The Role of Faith-Based Leaders in Eliminating Cancer Health Disparities** – Sandra J. Hamilton, RN, FNP, MED, Bert Fayne, Brenda Kyles, Eric Fowler, MS, CGC, Lee Schwartzberg, MD, Tennessee Cancer Coalition West Region, (Memphis, TN, USA)
- **Cancer and Tobacco: Awareness Programme for the Youth in Rural High Schools** – Viji Venkatesh, Country Head and Regional Coordinator, The Max Foundation (Mumbai, Maharashtra, India)
- **A Multidisciplinary Educational Model Supporting Development of Children's Cancer Services throughout the State of Queensland, Australia** – Linda Ewing, RN, Nurse Educator, Paediatric Haematology/Oncology, Queensland Children's Cancer Centre, Royal Children's Hospital (Herston, Queensland, Australia)
- **Filling the Gap: Providing Primary Care to Pediatric Oncology Survivors in the Community** – Deborah Diotallevi, MS, RN, CPNP, Elaine Pottenger, MS, RN, CPNP Roseann Tucci, RN, CPNP, ANP, Amelia DeRosa, RN, CPON, Memorial Sloan-Kettering Cancer Center (New York, NY, USA)

- **Transcending the Boundaries in Teenager/Young Adult Cancer Care: An Online Post-Graduate Programme** – Maria Cable, MA, RN, Senior Lecturer, Nurse Educator, Faculty of Health and Life Sciences, Department of Nursing, Midwifery and Health Care, Coventry University (Coventry, UK) and Linda Ewing, RN, Nurse Educator, Paediatric Haematology/Oncology, Queensland Children's Cancer Centre, Royal Children's Hospital (Herston, Queensland, Australia)
- **An Interactive Way of Learning About Cancer and Healthy Living in a Multicultural Setting** – Lic. Juan Betancourt, Lic. Lucia Funes, Ana Maria Caceres, MA, Federico Antillon, MD, Unidad Nacional de Oncologia Pediatrica (Guatemala, Guatemala)
- **Nutrition Program to Promote Healthy Eating Habits** – Karen Ringwald- Smith, MS, RD, LDN, Teresa Shurley, Dietetic Intern, Hope Shackelford, Dietetic Intern, Department of Clinical Nutrition, St. Jude Children's Research Hospital (Memphis, TN, USA)
- **Juntos Podemos Contra El Cancer (Together We Can Fight Cancer) A Latino Education Campaign on Breast and Colo-rectal Cancer Awareness and Prevention** - Maite Arce - Hispanic Access Foundation (District of Columbia, District of Columbia, USA)
- **International Patient Advocacy: Best Practice Guidelines in the Era of Global Communications** – Ann Kim Novakowski- The Max Foundation (Seattle, Washington, USA)
- **Immersion: Collaboration of Public Health Nursing and a Food Desert Community** – Marion Donohoe, DNP, APN, CPNP-PC with Trimika Bowdre, MPH & Patricia M. Speck, DNSc, APN, FNP-BC, FAAN
- **How was it for us? Reflections from a UK funded e-learning development for health professionals in the field of child health** – Laura Strumidlo, Maria Cable, with Collette Clay, Dr. Lynn Clouder, Professor Jane Coad (Coventry, UK)
- **A Description of the Summer Student Sickle Cell Research Program: A Partnership Between St. Jude Children's Research Hospital and Local Memphis-Area High Schools** - Hoyle, Charlotte, MEd; Yvonne Carroll, RN, JD, St. Jude Children's Research Hospital (Memphis, TN, USA)