

## 2004 Maryland State Council on Cancer Control Conference



On November 15, 2004, at Martin's West in Baltimore, Maryland, the Maryland State Council on Cancer Control hosted its 12<sup>th</sup> Annual conference on the issues and challenges within cancer control in Maryland. Over 370 individuals attended the conference, and it was the largest event ever sponsored by the State Council on Cancer Control.

Opening the morning sessions of the conference was Council Chair, Dr. J. Richard Lilly (**at right**), who welcomed attendees to the conference and thanked them for taking the time out of their busy schedules to attend the conference. Dr. Lilly focused his comments on the many changes the field of cancer control has undergone by using his time as a medical student and contrasting it with the present state of medical breakthroughs. Dr. Lilly stressed the importance of working together for the benefit of all Marylanders.



Following Dr. Lilly was the Secretary of DHMH, S. Anthony McCann (**at left**). Secretary McCann welcomed the attendees, thanked them for attending, and praised the work of all the public health professionals. After Secretary McCann, Ena Wanliss from the Centers for Disease Control and Prevention (CDC) gave an overview of Comprehensive Cancer Control and praised the efforts of Maryland in creating a cancer plan that is among the best in the nation.

After the welcome from Dr. Lilly and Secretary McCann, Council member John Groopman, PhD (**at right**), Chair of the Department of Environmental Health Sciences at the Johns Hopkins School of Public Health, presented an overview of the cancer burden in Maryland. Dr. Groopman used maps to review cancer incidence and mortality data for various regions and population groups in Maryland and the U.S. He presented statistics on several specific cancer sites, including lung, breast, prostate, and skin cancer, and highlighted the historical context for risk factors and cancer rates.



Following Dr. Groopman, Wendi Klevan (**at left**) of the American Cancer Society's national home office gave a presentation on the preventive health partnership between the American Cancer Society, American Heart Association, and American Diabetes Association called "Everyday Choices for a Healthier Lifestyle." Ms. Klevan stated that the partnership, the first between all three organizations, is meant to inspire and empower consumers to adopt healthy lifestyles to reduce their risk of heart disease, cancer, and

diabetes. Ms. Klevan noted that diet and inactivity are crosscutting risk factors, contributing significantly to four out of the six leading causes of death, with a combined cost to the health care system of over \$600 billion annually. Ms. Klevan gave a detailed overview of the campaign and closed by showing three media spots that are airing across the country.

Following the presentation on the “Everyday Choice Campaign,” Drs. Kathy Helzlsouer, Bruce Greenwald, and Connie Trimble participated on the Cancer Screening Best Practices Panel covering the areas of breast, colon, and cervical cancer, respectively.

Dr. Helzlsouer (**at right**), Director of the Prevention and Research Center at the Women’s Center for Health & Medicine at Mercy Medical Center, focused her presentation on the prevention of breast cancer and the development of new screening modalities including the role of the Magnetic Resonance Imaging (MRI). Reviewing the chemoprevention guidelines from the U.S. Preventive Services Task Force, Dr. Helzlsouer reiterated that treatment with tamoxifen can significantly reduce the risk for estrogen-receptor-positive breast cancer in women at high risk for breast cancer and that the likelihood of benefit increases as the risk for breast cancer increases. Dr. Helzlsouer concluded her talk by discussing the benefits and risks associated with using MRI as a screening modality. Ultimately, concerns were raised about the high false-positive rate, the high cost, as well as confusion about what to biopsy. Though the use of MRI is promising, Dr. Helzlsouer stated that further study is needed.



Dr. Bruce Greenwald (**at left**), Associate Professor of Medicine at the University of Maryland Medical School, gave a presentation on the burden of colorectal cancer in Maryland and the U.S. Dr. Greenwald gave a detailed review of the pros and cons of the various screening modalities for colorectal cancer including fecal occult blood tests, flexible sigmoidoscopy, double contract barium enema, and colonoscopy. In addition, Dr. Greenwald discussed the pros and cons of emerging screening methods for detecting colorectal cancer, including virtual colonoscopy and stool DNA testing for colorectal cancer. Dr. Greenwald concluded his presentation by reviewing the currently accepted screening guidelines for colorectal cancer.



Closing the panel was Dr. Connie Trimble (**at right**), Director of the Cervical Cancer Dysplasia Center at the Johns Hopkins School of Medicine. Dr. Trimble’s presentation covered the burden of cervical cancer in Maryland and barriers to screening diagnosis and treatment of cervical cancer. Dr. Trimble discussed with the conference attendees that work was progressing rapidly on a therapeutic cervical cancer vaccine that would be administered after infection with the Human Papilloma Virus.



Following the panel on Cancer Screening Best Practices, the Directors of Maryland’s two major Cancer Centers shared their thoughts on the emerging issues in cancer control. Dr. Martin Abelof (**at left**), Director of the Kimmel Comprehensive Cancer Center at Johns Hopkins, focused his talk on the efforts of researchers at Johns Hopkins to reduce the burden of breast cancer. Some of the key factors that have led to breakthroughs and developments in the fight against breast cancer mentioned by Dr. Abeloff include an increase in the understanding of the biology of breast cancer, the development of clinical research centers, advances in breast screening and prevention, improvements and innovations in surgery and radiation therapy, and the patient advocacy movement.



Dr. Kevin Cullen (**at right**), Director of the University of Maryland's Greenebaum Cancer Center, also shared with the participants news of work being conducted to produce a prophylactic cervical cancer vaccine. Dr. Cullen noted the implications of such a vaccine are significant as it could lead to the end of cervical cancer as a major health threat not only in the United States, but worldwide, saving upwards of 200,000 lives per year.



The final panel presentation of the day was dedicated to providing a understanding of the various survivorship issues that exist in cancer control. The panel was fortunate to have Andy Miller (**at left**), the Director of Public Health for the Lance Armstrong Foundation, give a global overview of survivorship issues and how these issues can impact public health. In addition, Leslie Given (**below right**), of the Centers for Disease Control and Prevention, spoke about the efforts being lead by CDC and other groups to bring more attention to the burgeoning need for survivorship programs.



To close the Survivorship Panel, representatives from the Maryland Chapters of the American Cancer Society and the Leukemia and Lymphoma Society, as well as the Ulman Fund for Young Adults highlighted their various programs and how they could be used throughout the state to meet the survivorship needs of cancer patients.



## Exhibitors

As has been a tradition since the 2001 Cancer Council Conference, the hallways of Martin's West were filled with exhibits from various cancer-related organizations and programs. This year, 20 organizations exhibited, and the comments received on evaluations noted that the exhibits were very beneficial and informational to the attendees.



## Conference Evaluation and Feedback



Conference participants were asked to complete a survey that allowed them to comment on the facilities and conference organization. Over 250 (68%) of the approximately 370 participants completed the survey. Over 80% of the evaluation comments were excellent or good with regard to the facility and accessibility. In general, most comments were very favorable, with conference organization, content, clarity of presentations, and folder materials receiving very high marks. Over 80% of the evaluations said that the conference met or exceeded their expectations.

**Appendix D: Selected Materials from**  
**Cancer Issues and Challenges**  
***The 12<sup>th</sup> Maryland State Council on Cancer Control***  
***Conference***  
***November 15, 2004***

# **Cancer Issues and Challenges**

***The 12<sup>th</sup> Maryland State Council on Cancer Control Conference  
November 15, 2004***

- 7:45 – 8:30: Registration and Continental Breakfast**
- 8:30 – 9:00: Call to Order, Welcome and Remarks**
- S. Anthony McCann, Secretary, Maryland Dept. of Health & Mental Hygiene
  - Dr. J. Richard Lilly, Chair, Maryland State Council on Cancer Control
  - Ena Wanliss, Centers for Disease Control and Prevention
- 9:05 – 9:30: The Burden of Cancer in Maryland**
- Dr. John Groopman, Johns Hopkins Bloomberg School of Public Health
- 9:35 – 10:30: Preventive Health Partnership: Everyday Choices For A Healthier Life**
- Wendi Klevan, American Cancer Society National Home Office
- 10:30-10:45: Morning Break**
- 10:50-11:40: Cancer Screening: Best Practices**
- Breast Cancer: Dr. Kathy Helzlsouer, Mercy Hospital
  - Cervical Cancer: Dr. Connie Trimble, Johns Hopkins
  - Colorectal Cancer: Dr. Bruce Greenwald, University of Maryland
- 11:45-12:15: Emerging Issues in Cancer Control: The Cancer Center Perspective**
- Dr. Martin Abeloff, Sidney Kimmel Comprehensive Cancer Center
  - Dr. Kevin Cullen, Marlene and Stewart Greenebaum Cancer Center
- 12:15-1:15: Networking Lunch**
- 1:30-3:00: Cancer Survivorship: The Next Frontier in Cancer Control**
- Andy Miller, The Lance Armstrong Foundation
  - Leslie Given, The Centers for Disease Control and Prevention
  - Tracy D. Orwig, The Leukemia & Lymphoma Society, MD Chapter

- Brock Yetso, The Ulman Cancer Fund for Young Adults
- Gail Katz, The American Cancer Society

**3:10-3:15:**

**Summation and Adjournment**

<b>2004 Cancer Council Conference Exhibitors</b>	
	<b>ORGANIZATION</b>
<b>1</b>	Mid-Atlantic Association of Community Health Centers
<b>2</b>	Susan G. Komen Breast Cancer Foundation, Maryland Affiliate
<b>3</b>	Tate Cancer Center at North Arundel Hospital
<b>4</b>	Baltimore City Cancer Program
<b>5</b>	Harford County Cancer Program
<b>6</b>	Howard County Cancer Program
<b>7</b>	Project Speak
<b>8</b>	Maryland Coalition for Skin Cancer Prevention
<b>9</b>	Smokefree Maryland
<b>10</b>	Cigarette Restitution Fund Program/Minority Outreach and Technical Assistance
<b>11</b>	Leukemia and Lymphoma Society of Maryland
<b>12</b>	University of Maryland Statewide Health Network
<b>13</b>	Cancer Information Service
<b>14</b>	Wicomico Health Department Cancer Program
<b>15</b>	Ulman Cancer Fund for Young Adults
<b>16</b>	Baltimore County Health Department Cancer Program
<b>17</b>	Total Healthcare
<b>18</b>	American Cancer Society, South Atlantic Division
<b>19</b>	GKV Media "Smoking Stops Here"

# 2004 Cancer Conference Evaluation Summary

Total Attendees: 373  
Total Respondents: 251

## Conference Participants:

	# Respondents	Percentage
Member of Local Government	11	4%
Healthcare Provider	25	10%
Health Education/Community Outreach	71	28%
LHD Staff	57	23%
DHMH	21	8%
Researcher	12	5%
Administrator	15	6%
Student	8	3%
Cancer Council Member	4	2%
Other	27	11%
<b>TOTAL</b>	<b>251</b>	<b>100%</b>

## Previously attended a Cancer Council Event:

Yes: 59% (average of 2 previous events attended per person)  
No: 41%

## Conference Facilities:

	Score (Out of 4)
Accessibility	3.56
Convenient Location	3.42
Luncheon	2.93
Time of event	3.39
Audio/visual set-up	2.94

## Conference Program:

	Score (Out of 5)
The conference met my predetermined expectations	<b>3.60</b>
The Burden of Cancer Presentation was informative and useful	<b>3.95</b>
The <b>Preventive Health Partnership</b> presentation was informative and useful in my understanding of Primary Prevention Issues in cancer control	<b>3.88</b>
Information gained from the <b>Cancer Screening: Best Practices</b> panel was informative and useful	<b>4.03</b>
Information gained from the <b>Emerging Issues: The Cancer Center Perspectives</b> was useful and informative	<b>3.83</b>
The <b>Survivorship Panel</b> was informative and useful	<b>3.17</b>
In general, the speakers communicated the material in and effective manner	<b>3.86</b>
The content if this conference was useful in my current position	<b>3.76</b>