



Centers for Disease Control and Prevention

ADVISORY COMMITTEE on **BREAST CANCER** in YOUNG WOMEN

SEPTEMBER 21–23, 2011 • ATLANTA, GA



Agenda

MEETING OBJECTIVES:

Committee members are charged with advising the Secretary of the Department of Health and Human Services (HHS) and the Director of the Centers for Disease Control and Prevention (CDC) regarding the formative research, development, implementation, and evaluation of evidence-based activities designed to prevent breast cancer (particularly among those at heightened risk).

Day 1: Wednesday, September 21, 2011

- 9:00 A.M. – 9:15 A.M. Opening: Welcome and Introductions**
Ann H. Partridge, M.D., M.P.H.^a
Dana-Farber Cancer Institute
ACBCYW Committee Chair

Marcus Plescia, M.D., M.P.H.
Director, DCPC, CDC
- 9:15 A.M. – 9:30 A.M. Opening Remarks**
Representative Debbie Wasserman Schultz
- 9:30 A.M. – 9:45 A.M. Committee Introductions (New Members)**
Temeika L. Fairley, Ph.D.
Designated Federal Officer, DCPC, CDC

Ann H. Partridge, M.D., M.P.H.^a
Dana-Farber Cancer Institute
ACBCYW Committee Chair
- 9:45 A.M. – 10:15 A.M. CDC's Role in Health Communication**
Katherine Lyon Daniel, Ph.D.
Acting Associate Director for Communication
Office of the Director, CDC
- 10:15 A.M. – 10:30 A.M. BREAK**

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^b Ex-Officio Member, Advisory Committee on Breast Cancer in Young Women

^c Liaison Representative, Advisory Committee on Breast Cancer in Young Women

- 10:30 A.M. – 11:30 A.M. Importance of Health Communication**
Leslie Snyder, Ph.D.
 University of Connecticut
- 11:30 A.M. – 12:30 P.M. CDC Real World Health Communications**
Get Yourself Tested (GYT) Campaign
Allison Friedman, M.S.
 Health Scientist
 National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention,
 CDC
- Harnessing the Power of Social Networks, Mommy Bloggers, and Google (and Improving HPV Vaccination Awareness at the same time)**
Jill B. Roark, M.P.H.
 Carter Consulting, Inc.
 National Center for Immunization and Respiratory Diseases, CDC
- 12:30 P.M. – 1:30 P.M. LUNCH**
- 1:30 P.M. – 3:00 P.M. Using Social Media Examples**
Social Media for Health Communication
Diane Brodalski
 Social Media Specialist
 Office of the Associate Director for Communication, CDC
- LIVESTRONG & Social Media: Timing Is Everything**
Renee Nicholas^c
 Director of Corporate Partnerships
 LIVESTRONG
- 3:00 P.M. – 3:15 P.M. BREAK**
- 3:15 P.M. – 4:15 P.M. Open Discussion**
Ann H. Partridge, M.D., M.P.H.^a
 Dana-Farber Cancer Institute
 ACBCYW Committee Chair
- Temeika L. Fairley, Ph.D.*
 Designated Federal Officer, DCPC, CDC
- 4:15 P.M. – 4:45 P.M. PUBLIC COMMENT**
- 4:45 P.M. – 5:00 P.M. Wrap-Up/Announcements**
Ann H. Partridge, M.D., M.P.H.^a
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Day 2: Thursday, September 22, 2011

- 8:00 A.M. – 8:20 A.M. Highlights and Review**
Ann H. Partridge, M.D., M.P.H.^a
Dana-Farber Cancer Institute
ACBCYW Committee Chair
- 8:20 A.M. – 9:15 A.M. CDC Projects Update: Body Talk**
Galen Cole, Ph.D., M.P.H., LPC
Associate Director for Communication Research and Evaluation,
DCPC, CDC

Doug George
Senior Web Designer
Oak Ridge Institute for Science and Education
- 9:15 A.M. – 10:00 A.M. CDC and NIEHS: Partnership on The Sister and Two Sister Study**
Mary C. White, Sc.D.
Chief, Epidemiology and Applied Research Branch, DCPC, CDC

CDC Research and Program Activities in Breast Cancer Genomics
Juan Rodriguez, M.P.H., M.S.
Epidemiologist, DCPC, CDC
- 10:00 A.M. – 10:15 A.M. BREAK**
- 10:15 A.M. – 11:00 A.M. Breast Cancer in Young Women: Reviewing the Evidence and Setting the Course**
Natasha Buchanan, Ph.D.
Behavioral Scientist, DCPC, CDC
- 11:00 A.M. – 11:30 A.M. Developing Survivorship and Reproductive Health Resources**
Temeika L. Fairley, Ph.D.
Designated Federal Officer, DCPC, CDC
- 11:30 A.M. – 12:30 P.M. LUNCH**
- 12:30 P.M. – 1:00 P.M. Public Comment**
- 1:00 P.M. – 1:30 P.M. Walking Together: Making a Path Toward Healing**
Annie Fair, M.P.H.
Tribal Liaison, DCPC, CDC

Cathy Witte, R.Ph., M.Div.
Pharmacist and Chaplain
Oncology Centers of Excellence, Phoenix Indian Medical Center, IHS

Kathy Evans, M.S.W.
Oncology Program Specialist
Oncology Centers of Excellence, Phoenix Indian Medical Center, IHS

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- 1:30 P.M. – 1:45 P.M. BREAK**
- 1:45 P.M. – 4:00 P.M. Open Discussion**
Ann H. Partridge, M.D., M.P.H.^a
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- Temeika L. Fairley, Ph.D.*
 Designated Federal Officer, DCPC, CDC
- 4:00 P.M. – 4:30 P.M. Wrap-Up/Announcements/Adjourn**
Ann H. Partridge, M.D., M.P.H.^a
 Dana-Farber Cancer Institute
 ACBCYW Committee Chair

Day 3: Friday, September 23, 2011

- 8:00 A.M. – 8:20 A.M. Highlights and Review**
Ann H. Partridge, M.D., M.P.H.^a
 Dana-Farber Cancer Institute
 ACBCYW Committee Chair
- 8:20 A.M. – 9:45 A.M. Culturally Appropriate Health Communications for Women at Increased Risk**
Mavis M. Nitta, M.P.H., C.H.E.S.^a
 Chronic Disease Program Coordinator
 Asian & Pacific Islander American Health Forum
- Kelly P. Hodges^c*
 National Program Director
 Sisters Network® Inc.
- Rochelle L. Shoretz, J.D.^a*
 Executive Director and Founder
 Sharsheret
- 9:45 A.M. – 10:00 A.M. BREAK**
- 10:00 A.M. – 10:45 A.M. Development and Evaluation of a Community-Based Intervention to Increase Breast Cancer Screening and Early Detection among Low-Income, African American Women**
Ingrid Hall, Ph.D., M.P.H.
 Epidemiologist/Team Lead, DCPC, CDC

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10:45 A.M. – 12:00 P.M.

Open Discussion

Ann H. Partridge, M.D., M.P.H.^a
Dana-Farber Cancer Institute
ACBCYW Committee Chair

Temeika L. Fairley, Ph.D.
Designated Federal Officer, DCPC, CDC

12:00 P.M. – 1:00 P.M.

WORKING LUNCH

1:00 P.M. – 1:30 P.M.

PUBLIC COMMENT

1:30 P.M. – 2:00 P.M.

Wrap Up/Announcements/Adjourn

Ann H. Partridge, M.D., M.P.H.^a
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