

Ensuring Health Equity and Advancing Breast Healthcare

February 21-24, 2010 | San Francisco, California

The Westin San Francisco Market Street
San Francisco, CA | February 21-24, 2010

Sunday, February 21

5:00pm-7:00pm **Avon Forum Registration**
2nd Floor Lobby outside Metropolitan Ballroom

6:00pm-9:00pm **Informal Opening Casual Dinner (optional)**
Metropolitan III

Monday, February 22

7:30am-8:30am **Registration**
2nd Floor Lobby outside Metropolitan Ballroom

7:30am-10:30am **Exhibit Hall Setup**
Franciscan Ballroom

7:30am-8:30am **Breakfast**
Metropolitan III

8:30am-12:30pm **Plenary Session I**
Metropolitan I & II

Welcome

Marc Hurlbert, PhD

Co-Chair, 2010 Avon Foundation Breast Cancer Forum
Director, Avon Foundation Breast Cancer Crusade

Judith Luce, MD

Co-Chair, 2010 Avon Foundation Breast Cancer Forum
Director, Avon Comprehensive Breast Care Program at San Francisco
General Hospital
Clinical Professor of Medicine, UCSF

Update on the Avon Foundation Breast Cancer Crusade

Marc Hurlbert, PhD

Director, Avon Foundation Breast Cancer Crusade

Addressing Disparities in Cancer Outcome by Deploying Patient Navigation

Otis W. Brawley, MD

Chief Medical Officer, American Cancer Society

Break



Rethinking Screening for Breast Cancer

Laura Esserman, MD
 Professor of Surgery and Radiology, University of California San Francisco
 Director, Carol Franc Buck Breast Care Center University of California at San Francisco

Panel Discussion: Updates to Mammography Screening Guidelines

Dr. Brawley; Dr. Esserman; Laura Nikolaides

Assessing Patient Navigation Activities: Task and Social Network Analysis

Victoria Parker, DBA
 Assistant Professor, Boston University School of Public Health

12:30pm-2:00pm Lunch & Networking by Region • Metropolitan III

2:00pm-3:00pm **Plenary Session II** • Metropolitan I & II

Avon Foundation Breast Care Fund Update

Kathy Gates-Ferris, MS, MPA, Reverend
 Vice President, Cicatelli Associates, Inc.

Promising Practices in Recruitment, Retention and Rescreening for Breast Cancer among Community-Based Programs

Kelly Opdyke, MPH
 Program Manager, Cicatelli Associates, Inc.

Reaching the Medically Underserved through Mobile Campaigns: Mobile Mammography and Text Message Programs

Nina Harrell
 Outreach Specialist, George Washington University Cancer Institute

3:00pm-3:30pm Break

3:30pm-5:00pm **Break Out Sessions**

A—Avon Foundation Breast Care Fund Grantees

Metropolitan I & II

B—Avon Safety Net Grantees & Avon Centers of Excellence

Stanford

5:00pm-6:30pm **Exhibit Hall Opening Session** • Franciscan Ballroom

6:30pm-7:00pm **Avon Walk for Breast Cancer Introduction Meeting (optional)**
 Metropolitan I & II

Dinner, on your own

Tuesday, February 23

- 8:00am–8:45am** Breakfast
Metropolitan III
- 8:45am** **Introduction to Break Out Sessions**
Metropolitan I & II
Marc Hurlbert, PhD
Director, Avon Foundation Breast Cancer Crusade
- 9:00am–10:30am** **Break Out Sessions**
- 1. Outreach Targeting Specific Racial and Ethnic Populations**
Metropolitan I & II
 - 2. Outreach in Rural Communities**
Concordia
 - 3. Complementary and Alternative Medicine**
Stanford
 - 4. Resources for Younger Women Facing Breast Cancer**
Metropolitan I & II
 - 5. Nutrition and Exercise in Breast Cancer**
City
 - 6. Data Systems to Enhance Your Programs**
Cornell
- 10:30am–10:45am** Break
- 10:45am–12:00pm** **Plenary Session III**
Metropolitan I & II
- Increasing the Social Impact of Cancer Information**
Matthew W. Kreuter, PhD, MPH
Professor, Washington University St. Louis
- Empowering Advocates through Education**
Annette Bar-Cohen, MA, MPH
Executive Director, Center for NBCC Advocacy
Training National Breast Cancer Coalition
- 12:00pm–1:30pm** Lunch and Exhibit Hall
Metropolitan III Franciscan Ballroom
- 1:30pm–4:00pm** **Plenary Session IV**
Metropolitan I & II
- Inflammatory Breast Cancer, A Global Problem—Development, Diagnosis, Biology and Treatment**
Robert Schneider, PhD
Professor, New York University
School of Medicine

Decision Support Services to Improve Care of Breast Cancer Patients

Jeff Belkora, PhD
Assistant Professor, University of California San Francisco

Clinical Treatment Update: Latest Treatment Options in Breast Cancer

Judith Luce, MD
Director, Avon Comprehensive Breast Care Program at San Francisco General Hospital
Clinical Professor of Medicine, UCSF

4:00pm–6:00pm Exhibit Hall Session
Franciscan Ballroom

7:00pm–9:00pm Avon Foundation Dinner Reception
Metropolitan III

Wednesday, February 24

7:30am–8:30am Breakfast
Metropolitan III

8:30am–12:00pm Plenary Session V
Metropolitan I & II

Report Back from Break Out Sessions

Marc Hurlbert, PhD
Director, Avon Foundation Breast Cancer Crusade

**Nutrition and Physical Activity to Reduce Breast Cancer Risk:
Finding Our Focus**

Karen Collins, MS, RD, CDN
Nutrition Advisor, American Institute for Cancer Research

**Support for Children when a Parent Faces Breast Cancer:
The CLIMB® Story**

Peter van Dernoort, Executive Director, The Children’s Treehouse Foundation
Nan Bethmann, RN, OCN, Survivorship Coordinator/Co-Facilitator, CLIMB®
Marcy Elwood, CSW, Oncology Social Worker/Co-Facilitator, CLIMB®
Marshfield Clinic Cancer Care

**Advances in Imaging Technologies to Improve the Early Detection and
Diagnosis of Breast Cancer**

Elizabeth Morris, MD
Director, Breast MRI and Breast Imaging Research
Memorial Sloan Kettering Cancer Center

Forum Conclusion

Marc Hurlbert, PhD
Director, Avon Foundation Breast Cancer Crusade