The Kaleidoscope of Cancer Education:
An Evolving Practice

June 12-15, 2002
Phillips Hall, Siebens Building
Mayo Clinic, Rochester, Minnesota

Sponsored by the Mayo Clinic Cancer Center in cooperation with Mayo Continuing Nursing Education.
General Information

Course Description
The annual National Cancer Institute’s Cancer Patient Education Network (NCI-CPEN) meeting is intended to create a formal opportunity for the exchange of information among patient educators from each of the NCI-designated comprehensive and clinical cancer centers.

Through this networking opportunity and active participation of the CPEN membership, excellence in cancer patient education and cancer care will be promoted nationally and regionally. Activities including education presentations, CPEN committee reporting, networking with regional and national cancer educators, and the sharing and dissemination of ideas will enhance the delivery of high-quality programs, services and cancer care.

Course Objectives
Upon completion of this conference, participants should be able to:
• Implement creative techniques to motivate learners based on Adult Learning Theory.
• Discuss the role of integrating alternative, complementary and conventional therapies in providing comprehensive cancer care.
• Identify techniques in evaluating the utilization of interactive web-based programs.
• Describe an educational approach to providing clinical trial information for diverse racial and ethnic populations.
• Describe the evolution and implications of genetic research in cancer care.

Target Audience
Individuals who are involved in cancer education and/or the delivery of cancer education programs, messages or services at NCI-designated cancer centers.

Continuing Education Credit
Mayo Continuing Nursing Education is accredited as a provider of continuing education in nursing by the American Nurses Credentialing Center’s Commission on Accreditation. Participants may earn up to 10.2 accredited contact hours.

Application for CHES Category I continuing education contact hours (CECH) has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC).

Continuing education hours for Social Workers has been applied for through the Minnesota Board of Social Work.
Date and Location

“The Kaleidoscope of Cancer Education: An Evolving Practice” will be held June 12 – 15, 2002, at Mayo Clinic Cancer Center in Rochester, Minnesota.

The NCI-CPEN meeting will be held in the Siebens Building, Phillips Hall on the campus of Mayo Clinic and in the Marriott Hotel which is connected to Mayo Clinic.

Registration

To register, please complete the attached registration form and return by mail or FAX. The registration fee includes tuition, course syllabus, continental breakfasts, break refreshments, lunch and Thursday evening social event. Early registration is advised. A letter of confirmation will be sent upon receipt of payment and completed registration form.

Cancellation Policy

Your registration fee, less a $50 administrative fee, will be refunded when written notification is received by the Matrix office prior to May 22, 2002. Refunds will not be granted after May 22, 2002.

Travel

Shuttle service via Rochester Direct provides transportation between the Minneapolis-St. Paul Airport and Rochester hotels in approximately 90 minutes. The current rate is $23/one-way or $42/round trip per person. Contact Rochester Direct at 1-800-280-9270 or www.rochesterdirect.com for further information.

An international airport also services the city of Rochester with several daily flights from Chicago and Minneapolis via American Airlines or Northwest Airlines. Access to and from the Rochester airport and local hotels is provided by taxicab or shuttle bus service. The current rate for one-way taxi service is approximately $20-25 or one-way shuttle service $9/person.

Lodging Accommodations

Blocks of guestrooms have been reserved with special course rates at both of the following downtown Rochester hotels. To ensure accommodations and the discounted rate, please make your reservations by May 22, 2002 and identify yourself as a participant of the Cancer Patient Education Network meeting.

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Address</th>
<th>Phone Number</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Rochester Marriott Hotel</td>
<td>101 First Avenue SW</td>
<td>800-228-9290 or 507-280-6000</td>
<td>$119 single/double</td>
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<tr>
<td></td>
<td>Rochester, MN  55902</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kahler Grand Hotel</td>
<td>20 Second Avenue SW</td>
<td>800-533-1655 or 507-282-2581</td>
<td>$85 single/double</td>
</tr>
<tr>
<td></td>
<td>Rochester, MN 55902</td>
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The hotels listed above are connected by skyway and pedestrian subway to conference facilities, downtown shops, restaurants and theaters. You may also wish to visit the Rochester Convention and Visitors Bureau website, www.rochestercvb.org, for additional city information.

Parking

Parking is available in hotel, city and Mayo Clinic patient/visitor ramps. The cost for parking is not included in the registration fee. A map indicating the location of downtown parking facilities will be mailed with the registration confirmation letter.
Program Schedule

Wednesday, June 12
5:00 – 6:30 p.m.  Steering Committee Meeting
6:30 – 8:00 p.m.  Orientation and Reception for CPEN Members

Thursday, June 13
7:30 – 8:00 a.m.  Registration and Continental Breakfast
8:00 – 8:15 a.m.  Welcome and Introductions
8:15 – 8:30 a.m.  Special Recognition
8:30 – 9:15 a.m.  National Cancer Institute Update
  Charmaine Cummings, PhD, RN
  American Cancer Society Update
  Betty Merriman, MA
  American Association for Cancer Education Update
  Robert Kuske, MD
9:15 – 10:30 a.m.  Getting Adults Motivated, Enthusiastic, and Satisfied
  While Creating Moments for Learning
  Michele L. Deck, M.ED, BSN, RN, LCCE
10:30 – 11:00 a.m.  Break and Exhibits
11:00 – 12:00 p.m.  Concurrent Sessions A
  A-1  Community Outreach and Special Populations
     Clinical Trials Education for Minority Populations: A Public Education Approach
     Linda Krebs, PhD, RN, AOCN®
     Can a One-Woman Play Effectively Deliver a Cancer Screening Message?
     Lydia Cheney, M.ED, CHES
  A-2  Innovative Educational Strategies
     Preparing for Breast Surgery at the Rena Rowen Breast Center
     University of Pennsylvania Cancer Center
     Cynthia Griffo, MS, RN
     My Story: A Diary for People with Cancer
     Leah Mraz, BSN, RN, OCN®
     Ann Breen, MN, RN, CS, OCN® and Lisa Horton, BA
  A-3  Creating a Strategic Direction for Patient Education
     The High Fives That Move Patient Education Forward
     Kay Thiemann, MBA
12:00 – 1:00 p.m.  Lunch
1:00 – 2:30 p.m.  CPEN Business Meeting and CPEN Committee Updates
2:30 – 4:00 p.m.  Tour of Mayo Clinic
5:00 – 10:00 p.m.  Social Event and CPEN Awards Ceremony
  LaCrosse Queen Paddleboat, LaCrosse, WI

Friday, June 14
7:30 – 8:00 a.m.  Registration and Continental Breakfast
8:00 – 8:15 a.m.  Welcome and Introductions
8:15 – 9:15 a.m.  Comprehensive Cancer Care: Integrating Alternative, Complementary and Conventional Therapies
  James S. Gordon, MD
9:15 – 9:45 a.m.  Break and Exhibits
Friday, June 14 continued

9:45 – 10:45 a.m. Concurrent Sessions B

**B-1 Humanizing Technology**
Strategies for Maximizing Usability: Human Factors and Usability Science
Brian Kaihoi, MBA

**B-2 Creating a Structure and Evaluating a Cancer Education Program**
Developing a Policy and Procedure Manual: Where Do I Start?
Jill Dowdy, MLIS
Evaluating an Institutional Patient Education Program
Louise Villejo, MPH, CHES

**B-3 Utilizing the Strength of Cancer Survivors**
A Survivor-Run New Patient Orientation Program
Carol Marcusen, MSW, LCSW, BCD
Involving Survivors in Cancer Patient Education
Lora Rhodes, LSW

11:00 – 12:00 p.m. Concurrent Sessions C

**C-1 Humanizing Technology**
Strategies for Maximizing Usability: Human Factors and Usability Science
Brian Kaihoi, MBA

**C-2 Partnering for the Best Outcomes**
Navigating the Cancer Journey: A Community-Based Initiative
*Donna Miller, BSE and Amy Deshler, MSW*
Putting a Human Face on Technology: A Volunteer-Assisted Strategy for Computer-Based Patient Education
*Audrey Friedman, MSW*

**C-3 Utilizing the Strength of Cancer Survivors**
A Survivor-Run New Patient Orientation Program
Carol Marcusen, MSW, LCSW, BCD
Involving Survivors in Cancer Patient Education
Lora Rhodes, LSW

12:00 – 1:30 p.m. Lunch and Exhibits
1:30 – 2:45 p.m. Using Technology in Patient Education: The CHESS Model Panel Discussion
*Fiona McTavish, BS*
*Julie Ponto, MS, RN, AOCN®*
*Becky Smith, MA, BSN, RN*

2:45 – 3:15 p.m. Break and Exhibits
3:15 – 4:15 p.m. The Impact of the Human Genome Project on Cancer Research
David Smith, PhD

4:15 – 4:30 p.m. Evaluation and Adjournment

Saturday, June 15

8:30 – 9:00 a.m. Continental Breakfast
9:00 – 10:00 a.m. Keeping It in Perspective – Reverend Nicklas Mezacapa
10:00 – 11:30 a.m. CPEN Committee Meetings & Recruitment
11:30 – 11:45 a.m. Evaluation and Adjournment
Course Directors
Kelli Fee-Schroeder, BSN, RN
Mayo Clinic Cancer Center

Janine Kokal, MS, RN
Mayo Clinic Cancer Center

Local Planning Committee
Lori Arcand, MS, RN, BC, AOCN®
Sarah Christensen, MA
Amy Deshler, MSW
Janet Johnson, BA, RN
Teresa Mettler, BSN, RN
Barbara Schroeder, MS, RN, CNS

National Planning Committee
Carolyn Beelner, RN, OCN® – Holden Comprehensive Cancer Center of the University of Iowa; Iowa City, IA
Marva Bohen, MS, RN – University of Minnesota Cancer Center; Minneapolis, MN
Donna Branson, BA – Huntsman Cancer Institute; Salt Lake City, UT
Ann Breen, MN, RN, CS, OCN® – Seattle Cancer Care Alliance; Seattle, WA
Audrey Friedman, MSW – Princess Margaret Hospital, University Health Network; Toronto, ON
Nancy Goldstein, MPH – Fairview University Medical Center; Minneapolis, MN
Louise Villejo, MPH, CHES – University of Texas MD Anderson Cancer Center; Houston, TX
Sylvia Watson, M.Ed, BSN, RN – University of Chicago Cancer Research Center; Chicago, IL

Keynote Speakers
Michele L. Deck, M.ED, BSN, RN, LCCE
Nationally recognized author and consultant specializing in creative teaching tools for educators and professional speakers. Senior Training Consultant for Bob Pike’s Creative Training Techniques International Incorporated, CEO of Tool Thyme for Trainers, and President and CEO of G.A.M.E.S. Incorporated, Metairie, Louisiana.

Conference Faculty
Guest Faculty
Ann Breen, MN, RN, CS, OCN® – Seattle Cancer Care Alliance; Seattle, WA
Lydia Cheney, M.ED, CHES – University of Alabama at Birmingham Comprehensive Cancer Center; Birmingham, AL
Charmaine Cummings, PhD, RN – National Cancer Institute, Office of Education and Special Initiatives Patient Education Branch; Bethesda, MD
Michele L. Deck, M.ED, BSN, RN, LCCE – G.A.M.E.S. Inc., and Tool Thyme for Trainers; Metairie, LA
Audrey Friedman, MSW – Princess Margaret Hospital, University Health Network; Toronto, ON
James S. Gordon, MD – Center for Mind-Body Medicine; Washington, DC
Cynthia Griffo, MS, RN – University of Pennsylvania Cancer Center; Philadelphia, PA
Lisa Horton, BA – Seattle Cancer Care Alliance; Seattle, WA
Linda Krebs, PhD, RN, AOCN® – University of Colorado Cancer Center; Denver, CO
Robert Kuske, MD – American Association for Cancer Education, University of Wisconsin Radiation Oncology; Madison, WI
Carol Marcusen, MSW, LCSW, BCD – University of Southern California/Norris Comprehensive Cancer Center; Los Angeles, CA
Betty Merriman, MA – American Cancer Society; Atlanta, GA
Nicklas Mezacapa – Calvary Episcopal Church; Rochester, NY
Fiona McTavish, BS – Center for Health Systems; Madison, WI
Donna Miller, BSE – University of Minnesota Cancer Center; Minneapolis, MN
Louise Villejo, MPH, CHES – University of Texas MD Anderson Cancer Center; Houston, TX
Nancy Goldstein, MPH – Fairview University Medical Center; Minneapolis, MN

Michele L. Deck, M.ED, BSN, RN, LCCE
Nationally recognized author and consultant specializing in creative teaching tools for educators and professional speakers. Senior Training Consultant for Bob Pike’s Creative Training Techniques International Incorporated, CEO of Tool Thyme for Trainers, and President and CEO of G.A.M.E.S. Incorporated, Metairie, Louisiana.

James S. Gordon, MD
Founder and Director of the Center for Mind-Body Medicine, Washington, DC.
Chair of the White House Commission on Complementary and Alternative Medicine Policy and served as the first Chair of the Program Advisory Council of the National Institutes of Health’s Office of Alternative Medicine. Dr. Gordon is also Clinical Professor in the Departments of Psychiatry and Family Medicine at Georgetown University School of Medicine.
Registration Form

The Kaleidoscope of Cancer Education: An Evolving Practice
June 12 – 15, 2002

Please print or type all information. Duplicate form for multiple registrants.

Name___________________________________________________________________
Title_______________________________________(Degree)_______________________
Medical Institution ______________________________________________________
Social Security Number _________________________________________________
Address_________________________________________________________________
City_____________________________________ State_________ Zip______________
Telephone (______) _____________________ FAX (______) _____________________
E-mail __________________________________________________________________
Please check if you have special needs: ________
Special dietary needs:______________________________________________________

Payment

REGISTRATION FEE: $200
SOCIAL EVENT:
Attending: YES / NO Number attending
Guest fee: $50/guest $_____ Name of guest
Total Payment Enclosed $______________________________

Please make checks payable to Matrix Meetings, Inc.
[ ] VISA [ ] MasterCard

Card Number Expires Mo/Yr
Signature Date

Orientation/Reception
Attending: YES / NO New CPEN Member: YES / NO

Mayo Clinic Tour (select one)
[ ] Clinical focus
[ ] Education focus
[ ] Hospitality/Hospice focus

Concurrent Sessions

Thursday, June 13 (Select 1st and 2nd choices)
11:00 – 12:00 p.m.
Session A-1: __________
Session A-2: __________
Session A-3: __________

Friday, June 14 (Select 1st and 2nd choices for each session time. )
9:45 – 10:45 a.m. 11:00 – 12:00 p.m.
Session B-1: __________ Session C-1_____ (repeat of B-1)
Session B-2: __________ Session C-2_____ 
Session B-3: __________ Session C-3_____ (repeat of B-3)

FAX or mail form and payment to: CPEN
c/o Matrix Meetings, Inc.
P.O. Box 1026
Rochester, MN 55903-1026
Telephone: 507-288-5620
FAX: 507-288-0014

Questions regarding registration, conference facilities, etc. should be directed to Matrix Meetings, Inc.
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