



FELIX BURDA  
FOUNDATION

## **PUTTING KNOWLEDGE INTO PRACTICE:**

### **First Transatlantic Symposium on Strategies to Increase Colorectal Cancer Screening and Save More Lives**

**When:** Monday 20 April, 2009, 8.00 am to 6.00 pm

**Where:** Consulate General of the Federal Republic of Germany  
871 United Nations Plaza (at 49th Street)  
New York, NY 10017  
(Auditorium, 2<sup>nd</sup> floor)

**Participants:** 100 specifically invited speakers and discussants

#### **Steering Committee:**

Carolyn R. Aldige, Prevent Cancer Foundation, Alexandria;  
Berndt Birkner; Gastroenterology, Munich;  
Meinhard Classen, Gastroenterology, University, Munich;  
Steven Itzkowitz, Mount Sinai School of Medicine, New York  
David Lieberman, University of Portland, Portland  
Christa Maar, Felix Burda Foundation, Munich;  
Mark Pochapin, The Jay Monahan Center for Gastrointestinal Health,  
New York;  
Moshe Shike, Memorial Sloan-Kettering Cancer Center, New York  
Felice Schnoll-Sussman, The Jay Monahan Center for Gastrointestinal  
Health, New York;  
Sidney Winawer, Memorial Sloan-Kettering Cancer Center, New York;

#### **Sponsors to date:**

CompuGROUP Holding AG  
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Olympus America Inc., Medical Systems Group

#### **Main Aim of the Symposium:**

There are proven and effective methods for the early detection of and prevention of colorectal cancer. These are not optimally utilized both in the US and in Europe where incidence and mortality from colorectal cancer are high.

This symposium is designed to discuss colorectal screening with emphasis on innovative approaches to enhance colorectal screening and to overcome barriers which may vary in different communities.

## Program

7:00 am – 7:45 am Breakfast is served in the restaurant on the 23rd floor

### I. INTRODUCTION AND WELCOME

08.00 am - 08.20 am

Dr. Stephan Grabherr  
(Deputy Consul General, German Consulate)  
Welcome Note

Christa Maar, Felix Burda Foundation, Munich, Germany  
**The Power of Screening**

Moshe Shike, Memorial Sloan-Kettering Cancer Center,  
New York, NY  
**Felix Burda - A messenger of Humanism and Hope**

### II. GUIDELINES, SCREENING AND QUALITY MEASURES

Chairs: Meinhard Classen, TUM, Munich, Germany; Sidney Winawer, Memorial Sloan-Kettering Cancer Center, New York, NY

08.20 am - 09.35 am

David Lieberman, University of Portland, Portland, OR  
**Screening the General Population**

Hans F. A. Vasen, University of Leiden, Leiden, The Netherlands  
**The Identification of Individuals at Increased or High Risk enhances the Effectiveness of Colorectal Cancer Screening Programs**

Lawrence von Karsa, International Agency for Research on Cancer (IARC), Lyon, France  
**The Main Features of the New European Guidelines for Colorectal Cancer Screening**

Sidney Winawer, Memorial Sloan-Kettering Cancer Center, New York, NY  
**The Main Features of the New International Cascade Based Guidelines for Colorectal Cancer Screening**

Berndt Birkner, German Network against Colorectal Cancer, Munich, Germany  
**Quality Assurance of Screening Colonoscopy is Crucial for Successful Screening**

**09.35 am - 10.00 am Discussion**  
**10.00 am - 10.30 am Coffee Break**

### **III. BARRIERS TO SCREENING**

Chairs: David Lieberman, University of Portland, Portland, OR; Steven Itzkowitz, Mount Sinai School of Medicine, New York, NY

10.30 am - 11.30 am

Melissa Farmer, Veterans Administration HSR&D Center of Excellence for the Study of Healthcare Provider Behavior  
Greater Los Angeles, CA

#### **Healthcare Providers' Knowledge and Recommendations**

Johannes Blom, Karolinska Institutet, Karolinska University Hospital, Stockholm, Sweden

#### **Understanding the Reasons for Non-participation in Colorectal Cancer Screening may give Clues about how to improve Compliance – Insights into a 9-Year Follow up Study in Sweden**

Monika Sieverding, Psychological Institute, University of Heidelberg, Heidelberg, Germany

#### **Gender and Psychological Barriers to Colorectal Cancer Screening – A University of Heidelberg Study**

Michael Pignone, UNC Hospital, Chapel Hill, NC

#### **Costs and Cost-effectiveness of Colorectal Cancer Screening**

**11.30 am - 12.00 am Discussion**  
**12.00 am - 01.00 pm Lunch Break**

01.00 pm - 01.20 pm **KEYNOTE**

Mark Pochapin, The Jay Monahan Center for Gastrointestinal Health, New York  
Introducing Katie Couric

#### **KATIE COURIC**

CBS Evening News with Katie Couric, New York, NY  
The Lifesaving Potential of Colon Cancer Screening

### **IV. OVERCOMING BARRIERS ON THE LOCAL AND NATIONAL LEVEL**

Chairs: Mark Pochapin, The Jay Monahan Center, New York, NY; Carolyn R. Aldige, Prevent Cancer Foundation, Alexandria, VA

01.20 pm - 03.05 pm

Jean Faivre, University of Dijon, Dijon, France  
**A Centralized Screening Invitation/Reminder Program  
in France**

Carrie Klabunde, Division of Cancer Control and Population  
Sciences, National Cancer Institute, Bethesda, MD  
**The NCI Strategies and Projects for Overcoming Barriers  
to Colorectal Cancer Screening**

Laura Seeff, Centers for Disease Control and Prevention  
CDC, Atlanta, GA  
**How to Apply Knowledge in the Communities?  
– The CDC Projects**

Christa Maar, Felix Burda Foundation, Munich, Germany  
**The Burda Foundation Colorectal Cancer Awareness  
Campaign in Germany**

Marian S. Krauskopf, New York City Dept. of Health and  
Mental Hygiene (DOH), New York, NY  
**The New York City Department of Health Initiative to  
Increase Colorectal Cancer Screening**

Steven Itzkowitz, Mount Sinai School of Medicine,  
New York, NY  
**Patient Navigation – An efficient method of enhancing  
participation in Screening Colonoscopy among urban  
Minorities**

Moshe Shike, Memorial Sloan-Kettering Cancer Center,  
New York, NY  
**Screening the Underserved Population - the Harlem  
Project**

**03.05 pm - 03.35 pm Discussion**

**03.35 pm - 04.00 pm Coffee Break**

## **V. PUBLIC EDUCATION PROGRAMS - ROUND TABLE PRESENTATIONS**

Chairs: Moshe Shike, Memorial Sloan-Kettering Cancer Center, New York, NY; Felice Schnoll-Sussman, The Jay Monahan Center for Gastrointestinal Health, New York, NY

04.00 pm - 05.00 pm

Mark Pochapin, The Jay Monahan Center for  
Gastrointestinal Health, New York, NY  
**The Couric Effect and Beyond: Collaborative Efforts of  
Katie Couric, EIF's NCCRA, and Jay Monahan Center**

Carolyn R. Aldige, Prevent Cancer Foundation, Alexandria, VA  
**Supporting Community Efforts across the Country to  
increase Awareness for the Opportunities of Early  
Detection and Prevention of Colorectal Cancer**

Daniel Mauss, European Aeronautic Defence and Space  
Company (EADS), Munich, Germany  
**Enhancing the Success of Colorectal Cancer Screening in  
Companies by integrating it with Other Health  
Maintenance Modalities**

Lynn Faulds Wood, European Cancer Patient Coalition,  
London, United Kingdom  
**Motivating Politicians to Undergo Screening: A campaign  
in European Parliaments**

Laura A. Linnan, UNC School of Public Health, Chapel Hill, NC  
**Addressing Disparities in Cancer Screening by Reaching  
African Americans through Beauty Salons & Barbershops**

Berndt Birkner, German Network against Colorectal Cancer,  
Munich, Germany  
**Addressing Men in Men's Worlds - Car Drivers'  
Awareness Campaigns in Germany**

**05.00 pm - 05.30 pm Discussion**

## **VI. SUMMARY AND NEXT STEPS**

**05.30 pm - 06.00 pm** Mark Pochapin and Berndt Birkner  
**Summary of the Presentations and of the Action Points  
Resulting from it. Discussion of the 'Transatlantic  
Declaration for Colorectal Cancer Prevention & Early  
Detection'.**