

National Cancer Institute's Cancer Patient Education Network
13th Annual Conference



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 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. (NCHCEC).

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.

Rochester Marriott Hotel

101 First Avenue SW
Rochester, MN 55902
800-228-9290 or 507-280-6000
\$119 single/double

Kahler Grand Hotel

20 Second Avenue SW
Rochester, MN 55902
800-533-1655 or 507-282-2581
\$85 single/double

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®
Development and Implementation of a Patient/Family
Education Manual
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 Bohlen, 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.



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.

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 Griffio, 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, MN
Fiona McTavish, BS – Center for Health Systems; Madison, WI
Donna Miller, BSE – American Cancer Society, Midwest
Division; Des Moines, IA
Leah Mraz, BSN, RN, OCN® – The Cancer Institute of
New Jersey; New Brunswick, NJ
Lora Rhodes, LSW – Kimmel Cancer Center at Thomas
Jefferson University Hospital; Philadelphia, PA
Louise Villejo, MPH, CHES – University of Texas MD
Anderson Cancer Center; Houston, TX

Mayo Clinic Faculty

Amy Deshler, MSW
Jill Dowdy, MLIS
Brian Kaihoi, MBA
Julie Ponto, MS, RN, AOCN®
Becky Smith, MA, BSN, RN
David Smith, PhD
Kay Thiemann, MBA

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.

Session B-1: _____

Session B-2: _____

Session B-3: _____

11:00 – 12:00 p.m.

Session C-1 _____ (repeat of B-1)

Session C-2 _____

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.



200 First Street SW
Rochester, Minnesota 55905

<http://www.mayo.edu>

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Cancer Education:
An Evolving Practice**

Phillips Hall, Siebens Building
Mayo Clinic, Rochester, Minnesota

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