

# Arizona Cancer Control Program

Early Detection and Screening Committee Meeting

Virginia G. Piper Cancer Center

10460 N. 92nd St

Scottsdale, Az 85258

**ROOM:** 1<sup>st</sup> floor Education Conference Room

May 10<sup>th</sup>, 2010

10:00 to 11:30 am

**Call-in-Number:**

**1-866-751-5726**, then press **\*1186832\*** (enter the \* before and after).

Attendees: Gena Zischke , Martha Burruel, Abby Trujillo Maestas, Kendra Sabol, Virginia Warren, Raquel Acosta, Lindsey Thomas

On the phone: Vicki Allen, Hector Cariello, Mary Dokes, Elizabeth Markona, Cornelia Todecozy,

Agenda Items	Discussion	Follow-up Items
Review prior minutes	Previous minutes were reviewed and approved by committee.	
Communications Distribution Network (CDN) Project	This project will be put on hold for now and the committee will focus on the Women's Cancer Conference. If the group has any ideas for the CDN project please send them to Gena.	Gena Zischke
Free Screening Mammogram Event	Tolleson will hold an event for free screening mammograms in 3-4 months. Date is not set yet. About 30-40 mammograms are expected to be done in one day. Currently looking for sponsors. Corporate logos of sponsor companies will be printed on all marketing and advertising materials. Planning to ask the Wellness Community and Sisters of Arizona. Concern with current political environment makes it harder to motivate people and keep attendance high in this type of event. Recommendation to triple book to cover as many people as possible.	Hector Cariello
Women's Cancer Conference	Focus will be on Women's Cancer Issues. It will be presented as a "call to action" event where cancer screening education as well as resources will be provided. The goal is to make this conference a measurable event, to reach new participant companies and to provide more than just cancer awareness.	Gena Zischke

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Women's Cancer Conference	Have three 1-day conferences state wide, for example one in Phoenix, one in Tucson and one in Flagstaff. One day it could be on Women's Cancers, second day on Men's Cancers, and third day on Pediatric Cancers.	Hector Cariello
	<ul style="list-style-type: none"> <li>- Reach for people at work through the HR departments. Companies value economics and taking care of its employees' health go hand in hand. It will benefit companies to include screening guidelines in their company policies. This will also send the message that the company cares about its employees therefore increasing employee retention.</li> <li>- Contact HR management to invite them for a "call to action", this will make it easier to find sponsors. Send c-events, instead of evite because with evite you can see names and emails.</li> <li>- Unique sponsors could be: Elite Laparoscopy and D'vinci Technology.</li> <li>- Have separate subcommittee: 1) Literature 2) Goodie Bags, etc. Email Gena interest to subcommittee.</li> </ul>	Gena Zischke
	<ul style="list-style-type: none"> <li>- Everyone agreed on three 1-day conferences state wide event.</li> <li>- It works for travelers to have a half a day-start late and finish late.</li> <li>- Feature logos of agencies with community involvement.</li> <li>- Involve the American Cancer Society.</li> </ul>	All

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	<ul style="list-style-type: none"> <li>- Resources and tools</li> <li>- Stories of survivors</li> <li>- Commentator to push the message</li> <li>- Importance of a "Call to Action". What participants need to do after they leave the conference.</li> <li>- Resources after a person is diagnosed with cancer.</li> <li>- Expectations? Location? Number of people expected? Location will determined a lot as far as number of participants.</li> <li>- First choose the location and then focus on sponsors.</li> <li>- Locations suggested: 1) Downtown Phoenix, Virginia G. Piper Auditorium, it costs about \$800 and it holds about 180 people. 2) Scottsdale Healthcare Conference room, no charge and it fits about 150. 3) Schools, auditoriums- they already have tables and speaker system. 4) The University of Phoenix, Community Colleges, ASU- west. 5) Banner Desert Hospital in Mesa, great location and they can also sponsor. 6) Stadiums, Dodge Theater. 7)</li> <li>- The group will need to secure a location in the next couple of weeks.</li> <li>- Instead of fall 2010, the group agreed on Feb 2011 to hold the conference.</li> </ul>	
Updates	A questionnaire was sent to coalition members asking for their views on the coalition. 70 responses and results were tabulated and presented to the steering committee. Cancer Plan will be updated. New cancers will be added and emphasis will change. An	Kendra Sabol

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	epidemiologist was hired to help with surveillance and evaluation.	
Upcoming events	<ul style="list-style-type: none"><li>- 3rd Annual AzMN/Ft. Defiance Cancer Awareness and Advocacy Conference- June 5<sup>th</sup></li><li>- Undy 5000- October 30</li><li>- Ovarian Cancer Walk- Dec 5<sup>th</sup></li><li>- Susan G. Komen Race for the Cure- Oct 10<sup>th</sup></li></ul>	Hector Cariello
<b>Next Meeting</b>	TBD	