

## Cancer Research in the Media

INTER-AMERICAN WORKSHOP FOR SCIENTIFIC JOURNALISM

## Los Medios y la Investigación del Cáncer

TALLER INTERAMERICANO DE PERIODISMO CIENTÍFICO

## A Pesquisa do Câncer na Mídia

OFICINA INTERAMERICANA DE JORNALISMO CIENTÍFICO

November 7-8, 2011  
Guadalajara, Mexico

Hotel Riu Plaza Guadalajara  
Av. Lopez Mateos, 830 - Fracc. Chapalita  
Guadalajara - Jalisco

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health

### Program

#### Monday, November 7, 2011 ~ Vallarta Room

<b>8:30 am</b>	<b>Opening Remarks</b> Nelvis Castro <i>U.S. National Cancer Institute</i>
<b>8:40 am</b>	<b>Orientation and Workshop Preview</b> This session will review the goals and “set the stage” for the two-day workshop. Genevieve Martínez-García, Ph.D. <i>Workshop Facilitator</i>
<b>9:05 am</b>	<b>United States-Latin America Cancer Research Network (US-LA CRN)</b> Teri Brown <i>U.S. National Cancer Institute</i>
<b>9:15 am</b>	<b>Group Discussion: Challenges in Reporting on Cancer Topics</b> This interactive session will outline common challenges journalists face when they write stories about cancer topics. The response to our pre-workshop survey will frame the discussion. Co-moderator: Genevieve Martínez-García, Ph.D. <i>Workshop Facilitator</i> Co-moderator: Gary Schwitzer <i>HealthNewsReview.org</i>
<b>10:30 am</b>	<b>Break</b>
<b>10:50 am</b>	<b>Covering Cancer News: Lessons from HealthNewsReview.org</b> HealthNewsReview.org is a website dedicated to improving the accuracy of health news stories and helping consumers evaluate the evidence for and against new ideas in healthcare. This session will introduce concepts used to evaluate health news stories. Gary Schwitzer <i>HealthNewsReview.org</i>
<b>12:00 noon</b>	<b>Cancer in Latin America</b> Cancer is the second leading cause of death in the Americas. This session will explore the burden of cancer, cancer research underway, and trends in news coverage of cancer in Latin America. This session will include both a scientist’s and journalist’s perspective. Scientist perspective: Ignacio Miguel Musé Servrini, M.D. <i>Uruguay’s Programa Nacional de Control del Cáncer</i> Journalist perspective: Valeria Román <i>Clarín</i>
<b>1:00 pm</b>	<b>Lunch ~ Decapolis Room</b>

## Program *(continued)*

### Monday, November 7, 2011 ~ Vallarta Room

<b>2:00 pm</b>	<b>Afternoon Session Introduction</b> Genevieve Martínez-García, Ph.D. <i>Workshop Facilitator</i>
<b>2:10 pm</b>	<b>Reporting a Balanced Perspective on Cancer Screening</b> Is early detection always the best option? This session will explain both the potential benefits and potential harms in cancer screening. Participants will learn how to interpret the results of screening studies and strive for balance in reporting on screening and early detection news. This session will include both a scientist's and journalist's perspective. Scientist perspective: <b>Marcia Cruz-Correa, M.D., Ph.D.</b> <i>University of Puerto Rico Cancer Center</i> Journalist perspective: <b>Ivan Oransky, M.D.</b> <i>Reuters Health</i>
<b>3:20 pm</b>	<b>Break</b>
<b>3:40 pm</b>	<b>Group Activity: Cancer Screening and Early Detection</b> Ivan Oransky, M.D. <i>Reuters Health</i>
<b>4:40 pm</b>	<b>Review and Wrap-up</b> Genevieve Martínez-García, Ph.D. <i>Workshop Facilitator</i>
<b>5:00 pm</b>	<b>Adjourn Day 1</b>

### Tuesday, November 8, 2011 ~ Vallarta Room

<b>8:30 am</b>	<b>Review Day 1, Preview Day 2</b> Genevieve Martínez-García, Ph.D. <i>Workshop Facilitator</i>
<b>9:00 am</b>	<b>Should you write that cancer treatment story?</b> Results from cancer treatment studies (clinical trials) can be difficult to evaluate, interpret, and summarize for a lay audience. This session will help participants determine what studies are newsworthy and how to translate the scientific results accurately to report to the public. This session will include both a scientist's and journalist's perspective. Scientist perspective: <b>Antonio Tito Fojo, M.D., Ph.D.</b> <i>U.S. National Cancer Institute</i> Journalist perspective: <b>Ivan Oransky, M.D.</b> <i>Reuters Health</i>
<b>10:15 am</b>	<b>Break</b>
<b>10:35 am</b>	<b>Group Activity: Is this press release really worth covering?</b> Ivan Oransky, M.D. <i>Reuters Health</i>
<b>11:40 am</b>	<b>Break</b>
<b>12:00 noon</b>	<b>Learning How to Apply HealthNewsReview.org Criteria to Recent Cancer Headlines</b> This session will guide participants through the process of using specific criteria to "grade" cancer research coverage. <b>Gary Schwitzer</b> <i>HealthNewsReview.org</i>
<b>1:00 pm</b>	<b>Lunch ~ Decapolis Room</b>

## Program *(continued)*

### Tuesday, November 8, 2011 ~ Vallarta Room

**2:00 pm**      **Group Activity: Applying HealthNewsReview.org Criteria to Cancer Coverage**  
Gary Schwitzer  
*HealthNewsReview.org*

**3:30 pm**      **Break**

**3:45 pm**      **Panel Session: Using Personal Anecdotes Appropriately in Cancer Stories**  
Including a patient's or family's personal story can help add context to and personalize a cancer news report. However, this practice can undermine important scientific concepts if not used properly. This interactive panel session will explore the use of personal anecdotes to report on cancer topics.

Moderator:

**Genevieve Martínez-García, Ph.D.**  
*Workshop Facilitator*

Panelists:

**Antonio Tito Fojo, M.D., Ph.D.**  
*U.S. National Cancer Institute*

**Valeria Román**  
*Clarín*

**Ivan Oransky, M.D.**  
*Reuters Health*

**Gary Schwitzer**  
*HealthNewsReview.org*

**4:45 pm**      **Workshop Review and Closing**  
Nelvis Castro  
*U.S. National Cancer Institute*

**5:00 pm**      **Adjourn Workshop**

**7:00 pm**      ***Meet in hotel lobby for transportation to group dinner outing***

**10:30 pm**      ***Return transportation from group dinner outing***