

Cancer Research in the Media

WORKSHOP FOR SCIENTIFIC JOURNALISM

CANCER INSTITUTE & HOSPITALS, CHINESE ACADEMY OF MEDICAL SCIENCES
BEIJING, CHINA
MAY 8, 2012

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

Program

Tuesday, May 8, 2012

7:30 am	Registration opens
8:30 am	<p>Opening Remarks Chair: Dr. Jie Ma, CICAMS</p> <p>Dr. Shuli Song <i>News Office, MOH</i></p> <p>Nelvis Castro <i>NCI/NIH</i></p>
8:50 am	<p>Orientation and Workshop Preview</p> <p>This session will review the goals and “set the stage” for the workshop.</p> <p>Melinda Frost <i>Health Communication Specialist, US CDC</i></p>
9:00 am	<p>Group Discussion: Challenges in Reporting on Cancer Topics</p> <p>This interactive session outlines common challenges journalists face when writing stories about cancer topics.</p> <p>Gary Schwitzer <i>HealthNewsReview.org</i></p>
10:00 am	Tea Break
10:15 am	<p>Session Introduction</p> <p>Melinda Frost <i>Health Communication Specialist, US CDC</i></p>
10:25 am	<p>Cancer in China</p> <p>This session will explore the burden of cancer, cancer research underway, and trends in news coverage of cancer in China. It will include both a scientist’s and journalist’s perspective.</p> <p>Scientist perspective: Dr. Ning-Zhi Xu <i>CICAMS</i></p> <p>Journalist perspective: Dr. Feng Pan <i>China Science Daily</i></p>
11:25 am	<p>Covering Cancer News: Lessons from HealthNewsReview.org</p> <p>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.</p> <p>Gary Schwitzer <i>HealthNewsReview.org</i></p>
12:25 pm	Working Lunch for participant networking

Program *(continued)*

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1:30 pm	Session Introduction Melinda Frost <i>Health Communication Specialist, US CDC</i>
1:35 pm	Reporting a Balanced Perspective on Cancer Screening Cancer is not a single disease but a group of related diseases. Many things in our genes, our lifestyle, and the environment around us may increase or decrease our risk of getting cancer. This session will discuss prevention and screening topics and will lead participants through the process of using specific criteria to “grade” cancer research coverage. It will include both a scientist’s and journalist’s perspective. Scientist perspective: Dr. You-Lin Qiao <i>CICAMS</i> Journalist perspective: Chi-Hua Wen <i>China News Agency</i>
3:00 pm	Group Activity: Cancer Screening and Early Detection Gary Schwitzer <i>HealthNewsReview.org</i>
3:45 pm	Tea Break
4:00 pm	Session Introduction Melinda Frost <i>Health Communication Specialist, US CDC</i>
4:10 pm	Should You Write That Cancer Treatment Story 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: Dr. Lu-Hua Wang <i>CICAMS</i> Journalist perspective: Dr. Lan Wang <i>China Medical Tribune</i>
5:30 pm	Group Activity: Is this press release really worth covering? Gary Schwitzer <i>HealthNewsReview.org</i>
6:15 pm	Workshop Review and Closing Melinda Frost <i>Health Communication Specialist, US CDC</i>
6:25 pm	Closing Remarks Nelvis Castro <i>NCI/NIH</i> Dr. Jie He <i>CICAMS</i>
6:30 pm	Adjourn Workshop and Reception