

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 11-12, 2010
Rio de Janeiro, Brazil

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

Windsor Barra Hotel

Avenida Lucio Costa, 2630 ~ Barra da Tijuca ~ CEP 22620-170
Rio de Janeiro

Program

Thursday, November 11, 2010 ~ Alvorada I Room

9:00 am	Opening Remarks Nelvis Castro <i>U.S. National Cancer Institute</i>
9:20 am	United States-Latin America Cancer Research Network (US-LA CRN) Jorge Gomez, M.D., Ph.D. <i>U.S. National Cancer Institute</i>
9:30 am	Introductions and Workshop Preview Nina Ghanem <i>U.S. National Cancer Institute</i>
9:50 am	Cancer Research: An Overview This session will introduce types of cancer research and explain, from a worldwide standards point of view, how a scientific breakthrough can transform from an idea to a cancer treatment. Ignacio Miguel Musé Servrini, M.D. <i>Uruguay Programa Nacional de Control del Cáncer</i>
10:20 am	Cancer Research in the Laboratory Advanced cancer therapies often begin in the laboratory. This session will provide a more in-depth review of how cancer research starts and progresses toward becoming a scientific breakthrough. Katherine Hoadley, Ph.D. <i>University of North Carolina at Chapel Hill</i>
10:50 am	Cancer Research in the Clinic New cancer treatments undergo rigorous evaluation and testing before being considered a “standard” therapy. This session will explore clinical studies and introduce concepts used in cancer clinical trials. Worta McCaskill-Stevens, M.D., M.S. <i>U.S. National Cancer Institute</i>
11:20 am	Break

This workshop is made possible by generous support from



Program (continued)

Thursday, November 11, 2010 ~ Alvorada I Room

11:40 am Group Activity: Applying What You've Learned

Facilitator:

Lenora Johnson, Dr.P.H.

U.S. National Cancer Institute

12:20 pm New Technologies Used in Cancer Research

Cancer research advances are supported by technological advances. This session will introduce biorepositories, a technology that is particularly critical to improving cancer studies.

James Robb, M.D.

U.S. National Cancer Institute

1:10 pm Scientific Session Wrap-up

Shannon P. Hatch

U.S. National Cancer Institute

1:30 pm Lunch ~ Main Restaurant Windsor Barra Hotel

3:00 pm A Cure for Cancer and other Headlines from 30 Years as a TV Medical Reporter

Max Gomez, Ph.D.

WCBS-TV, New York, New York

3:30 pm Panel Session: Science and the Media: Communicating Cancer Information to the Public

Moderator:

Walter Zoss

Brasil Instituto Nacional de Câncer

Panelists:

Claudia Collucci

Folha de São Paulo, Brasil

Max Gomez, Ph.D.

WCBS-TV, New York

Gary Schwitzer

HealthNewsReview.org

Beatriz Angélica Espinoza Sotelo

Universidad de Sonora, Mexico

Claudia Mazzeo

Fundación Instituto Leloir, Argentina

4:15 pm Break

4:30 pm Covering Cancer News: Lessons from HealthNewsReview.org

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 health care. This session will introduce concepts used to evaluate health news stories.

Gary Schwitzer

HealthNewsReview.org

5:15 pm Group Activity: Evaluating Cancer Research Studies

Facilitator:

Gary Schwitzer

HealthNewsReview.org

6:00 pm Adjourn Day 1

8:00 – Dinner

Transfer departing from the Windsor Barra Hotel to the Royalty Barra Hotel at 6:30 pm

Transfer departing from the Royalty Barra Hotel to dinner venue at 7:45 pm

Transfer back to the hotels (Sheraton, Windsor and Royalty) starting at 10:30 pm

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Friday, November 12, 2010 ~ Alvorada I Room

9:00 am	Preview Day 2 Nina Ghanem <i>U.S. National Cancer Institute</i>
9:30 am	Learning How to Apply Criteria to Cancer Research Studies This session will guide participants through the process of using specific criteria to “grade” cancer research coverage. Gary Schwitzer <i>HealthNewsReview.org</i>
10:30 am	Group Activity: Applying Criteria to Cancer Coverage Facilitator: Gary Schwitzer <i>HealthNewsReview.org</i>
11:15 am	Workshop Wrap-up Nelvis Castro <i>U.S. National Cancer Institute</i>
11:45 am	Break
12:30 pm	Special Session ~ Queluz Room
2:00 pm	Press Event: Question and Answer Session ~ Queluz Room
2:30 pm	Lunch

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