

National Cancer Prevention Workshop Virtual

Highlighting Less Cancer's Efforts
to Bring Solutions to Cancer Prevention

February 4, 2021



LessCancer.org

Prevention is the Future



JOINTLY ACCREDITED PROVIDER

In support of improving patient care, this activity has been planned and implemented by University of Virginia School of Medicine and School of Nursing and Next Generation Choices Foundation. University of Virginia School of Medicine and School of Nursing is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Education Objectives

At the end of this workshop, participants will:

1. Understand the significance of preventing, rather than treating, cancers.
2. Understand the link between business and corporate practices and public health.
3. Be able to promote risk-reduction strategies and healthy lifestyle choices.
4. Be able to use the information learned to impact change at a macro and micro level to influence public health reducing incidences of cancer diagnoses

AGENDA

WELCOME

[Debbie Dingell, MS, US Representative \(Michigan, 12th District\)](#) and Sponsor for the National Cancer Prevention Caucus

William U. "Bill" Couzens, Founder and President of [Less Cancer](#)

Program and Continuing Education Information

Andrea Zimmerman, EdD, Learning Engineer, [Continuing Medical Education, University of Virginia](#)

Role of continuing education in healthcare

Jann Balmer, PhD, RN, FACEHP, Director of [Continuing Medical Education, University of Virginia](#); [Chairperson of Less Cancer Board of Directors](#)

Importance in interprofessional healthcare

[Kathryn Reid, PhD, RN, FNP-C, CNL, Associate Professor of Nursing and Lead Nurse Planner of School of Nursing Continuing Education, University of Virginia](#)

Importance of primary care as first line of intervention

[Kathleen Haden, MSN, RN, ANP, Nursing Content Expert; Nurse Practitioner of Surgical Oncology, University of Virginia](#)

Aileen O'Brien Graef Speaker Award

[Polly Hoppin, ScD, Research Professor of Public Health and Program Director for Environmental Health at the University of Massachusetts Lowell Center for Sustainable Production](#)

Ronald B. Herberman, MD Speaker Award

[Philip R. S. Johnson, PhD, Senior Program Director, Environment & Health, Heinz Foundation](#)

Elsie Hillman Speaker Award

[Christine Todd Whitman, Former Governor of New Jersey and President of The Whitman Strategy Group \(WSG\), a consulting firm that specializes in energy and environmental issues](#)

Introduced by Thomas M Sherman, MD, [State Senator of New Hampshire, Gastroenterologist, and a founding director of Next Generation Choices Foundation and Special Advisor and Chairman Emeritus](#)

A conversation with...

[Don Beyer, US Representative \(Virginia, 8th District\)](#), and Donna Eacho, MBA, [Treasurer and Former Chairperson of Less Cancer](#)

[Michael C Burgess, MD, US Representative \(Texas, 26th District\)](#)

BREAK

Eliminate Tobacco Use Virginia Initiative

Bernard F. Fuemmeler, PhD, MPH, [Professor, Gordon D Ginder, MD Chair in Cancer Research, Associate Director, Cancer Prevention and Control, Department of Health Behavior and Policy, Virginia Commonwealth University](#)

Interviewed by Lindsay Hauser, Director, [Office of Outreach and Engagement, Cancer Center Without Walls, University of Virginia](#)

Vaping, e-Cigarettes, and Smoking Panel: University of Kentucky Initiatives

Expert Researchers/Leaders:

Janie Heath, PhD, APRN-BC, FAAN, FNP, FAANP, [Dean and Warwick Professor of Nursing, Less Cancer Board Member](#); Melinda Ickes, PhD, [Associate Professor, Department of Kinesiology and Health Promotion](#); Sierrah Miley, Program Coordinator of [#iCANendthetrend](#) and University of Kentucky alumna (Kinesiology)

[#iCANendthetrend](#) student ambassadors:

Julia Estes, [Political Science undergraduate student](#); Dillon Lay, [Health Promotion graduate student](#); Camille Wright, [Communication and Information Science undergraduate student](#)

College of Nursing senior undergraduate students:

Emma Bilberry, Jarrod Franchino, Hannah Jirak

Smoking and tobacco use in the United States Air Force

Robert C. Klesges, PhD, [Professor of Public Health Sciences](#), and Co-Director of the [Center for Addiction and Prevention Research \(CAPR\)](#), University of Virginia

Being your best advocate

Jill Kargman, [Patient, Writer, Actress](#)

Culinary medicine and functional health

Tricia Petzold, MD, [Family Physician, Pinnacle Health](#); Adjunct Assistant Professor, Family And Preventive Medicine, University of Utah; [Less Cancer Board Member](#)

The need for integrated care

Katherine Couvillon, [Patient, Writer](#)

Mindi Messmer, [Patient Family Support](#)

Pancreatic screening and cysts

[Kathleen Haden, MSN, RN, ANP, Nurse Practitioner of Surgical Oncology, University of Virginia](#)

[Vanessa Shami, MD, Professor of Medicine, University of Virginia](#)

[Cathy McMorris Rodgers, MBA, US Representative \(Washington, 5th District\)](#)

BREAK

Reimagining Equitable and Just Health Care

[Camille Burnett, PhD, MPA, APHN-BC, RN, BScN, DSW, FAAN, Associate Professor in the College of Nursing at the University of Kentucky](#)

John Dingell Disparities & Inequities in Cancer Panel

Moderated by [Jolynn Gardner, PhD, CHES, Director of the Public Health Program, American University](#)

[Michele Coté, PhD, Professor, Oncology, Wayne State University School of Medicine; Associate Center Director for Education, Karmanos Cancer Institute](#)

[Pam DeGuzman, PhD, MBA, RN, CNL, Associate Professor of Family, Community & Mental Health Systems, University of Virginia](#)

[Charity Furness, Board Member, Fauquier FISH \(For Immediate Sympathetic Help\)](#)

[Tricia Phelps, CEO, Taste the Local Difference](#)

[Cynthia Yoshida, MD, Professor, Gastroenterology and Hepatology, University of Virginia](#)

[Jamie Zoellner, PhD, RD, Professor, Department of Public Health Sciences; Associate Director, Cancer Center without Walls at the UVA Cancer Center](#)

[Fred Upton, US Representative \(Michigan, 6th District\)](#)

Pivoting Care and Rural Medicine — [Kathy LaRaia, MS, Executive Director, Oncology Services, Munson Healthcare](#)

Introduced by [Katie Horvath, JD, Volunteer for Less Cancer, Breast Cancer Survivor](#)

[Maggie Hassan, US Senator \(New Hampshire\)](#)

Environmental health and health policy for the vulnerable: an update on Flint Michigan

[Mona Hanna-Attisha, MD, MPH, FAAP, Pediatrician; Founder and Director of the Michigan State University and Hurley Children's Hospital Pediatric Public Health Initiative; author of What the Eyes Don't See](#)

[Dan Kildee, US Representative \(Michigan, 5th District\)](#)

BREAK

Sleep as opportunity to lower health risks — [Arianna Huffington, MA, Founder and CEO at Thrive Gloval; Co-founder of the Huffington Post;](#)

[Author of The Sleep Revolution and Thrive](#)

Healthy Town Initiatives Panel — Fauquier, Virginia

Moderated by Kirsten Dueck, [Senior Program Officer, Path Foundation](#)

[Megan Catalfamo](#), Director, Experiential and Service Learning, [Highland School Warrenton, VA](#)

[Chris Forsten](#), Performance Coach and Program Director, [Parisi Speed School Old Town Athletic Club](#)

Rob Marino, MSW, Executive Director, [Fauquier Free Clinic](#)

[Kristen McAuliffe](#), Supervisor, [Fauquier Reaches for Excellence in School Health \(FRESH\)](#)

[Darryl Neher](#), Executive Director, [Fauquier Habitat for Humanity](#)

[Brandie Schaeffer](#), [Warrenton Town Manager](#)

[Cody Sovis](#), Less Cancer volunteer, Rider for Less Cancer Bike Ride

Veronique Pittman Speakers

University of Vermont Larner College of Medicine public health project

Introduced by Jan Carney, MD, MPH, [Professor of Medicine and Associate Dean for Public Health at the University of Vermont College of Medicine; Less Cancer Board Member](#)

Evaluating levels of Financial Stress across Vermont in the COVID-19 Era — Lucy Merriam, Larner College of Medicine Class of 2023

Basic Needs: Transportation and Childcare — Julie Evans, Larner College of Medicine Class of 2023

[Jamie Herrera Beutler, US Representative \(Washington, 3rd District\)](#)

BREAK

Infection associated risks (HPV, HepB, H Pylori, HIV, COVID)

[Vik Sahasrabudde, MBBS, MPH, DrPH, Program Director, Division of Cancer Prevention, National Cancer Institute](#)

[Tom Uldrick, MD, MS, Deputy Head of the Global Oncology Program; Associate Professor, Vaccine and Infectious Disease Division; Associate Professor, Clinical Research Division, Fred Hutchinson Cancer Research Center](#)

[Ro Khanna, JD, US Representative \(California, 17th District\)](#)

[Chris Pappas, US Representative \(New Hampshire, 1st District\)](#)

PFAS (per- and polyfluoroalkylated substances) and regulatory compliance

Robert Bilott, JD, [Partner at Taft, Stettinius & Hollister LLP; Author of Exposure, Inspiration for feature film Dark Waters and documentary The Devil We Know; Less Cancer Board Member](#)

[Mindi Messmer, PG, CG, Former New Hampshire House of Representatives, District 24 served on Health, Human Services & Elderly Affairs Committee](#)

[Madeleine Dean, JD, US Representative \(Pennsylvania, 4th District\)](#)

Environmental Panel

Moderated by Miles O'Brien, [Independent broadcast news journalist, producer, director, Miles O'Brien Productions](#); science correspondent for PBS NewsHour; [Less Cancer Board Member](#); Advocate and Rider for Less Cancer Bike Ride

[Tracie Baker, DVM, PhD, Assistant Professor, Institute of Environmental Health Sciences and Department of Pharmacology; Adjunct Professor, Environmental and Civil Engineering; Adjunct Professor, Pharmaceutical Sciences, College of Pharmacy, Wayne State University](#)

[Liz Hitchcock](#), Director, [Safer Chemicals, Healthy Families](#)

[Linda Reinstein](#), Co-founder, [Asbestos Disease Awareness Organization](#)

[Nsedu Obot Witherspoon, MPH, Exec Director of Children's Environmental Health Network](#)

CLOSING — [Bill Couzens](#), Founder and President of [Less Cancer](#) and [Andrea Zimmerman, EdD, Learning Engineer, Continuing Medical Education, University of Virginia](#)

Planning Committee

[Roger Anderson, PhD, Associate Director, Population Sciences, University of Virginia](#)

[Jann Balmer, PhD, RN, FACEHP, Course Director; Director of Continuing Medical Education, University of Virginia](#)

[Jan Carney, MD, MPH, Clinical Professor of Medicine and Associate Dean for Public Health at the University of Vermont College of Medicine](#)

[Bill Couzens, Less Cancer Founder](#)

[Jolynn Gardner, PhD, CHES, Director of the Public Health Program, American University](#)

[Kathleen Haden, MSN, RN, ANP, Nursing Content Expert; Nurse Practitioner of Surgical Oncology, University of Virginia](#)

[Lindsay Hauser, MS, Director, Office of Outreach and Engagement, Cancer Center, University of Virginia](#)

[Kathryn Reid, PhD, RN, FNP-C, CNL, Nurse Planner; Associate Professor of Nursing, University of Virginia](#)

[Maureen Clark Szemborski, MPH, Program Analyst, Office of Government and Congressional Relations at National Cancer Institute \(NCI\)](#)

[Andrea Zimmerman, EdD, Learning Engineer, Continuing Medical Education, University of Virginia](#)

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Founded in 2004, the Next Generation Choices Foundation is a 501(c)(3) public charity known more widely as “Less Cancer.” The organization works to educate the public, create proactive public policies, and offer continuing education credit to physicians, nurses, and public health professionals regarding cancer, over 50% of which are preventable.

We share our message with the general public, elected officials, and the medical community through the digital media and community-supported programming.

Our Approach: Educate. Advocate. Participate.

For more information visit: LessCancer.org

Board of Directors

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*Founder and President –
Non-Voting Board Member*

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Tricia Petzold, MD
Vanessa Shami, MD
Thomas Uldrick, MD

John M. Couzens, *Board Member Emeritus*
Veronique Pittman, *Board Member Emeritus*
Mona Hanna-Attisha, MD, *Special Advisor*
Thomas M. Sherman, MD, *Special Advisor and
Chairperson Emeritus*
Dr. Maryann Donovan, *in Memoriam*
Dr. Ronald B. Herberman, MD, *in Memoriam*

Accreditation & Designation Statements

In support of improving patient care, this activity has been planned and implemented by the Next Generation



Choices Foundation and the University of Virginia School of Medicine and School of Nursing is jointly accredited by the Accreditation Council for Continuing Medical Education (AC-CME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

AMA PRA CATEGORY 1 CREDIT

The University of Virginia School of Medicine and School of Nursing designates this live activity for a maximum of **7 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ANCC CONTACT HOURS

The University of Virginia School of Medicine and School of Nursing awards **7 contact hours** for nurses who participate in this educational activity and complete the post activity evaluation.

AAPA CME CREDIT

Enduring Materials- This activity is designated for 7 AAPA Category 1 CME credits. Approval is valid until February 3, 2024. PAs should only claim credit commensurate with the extent of their participation.

IPCE CREDIT

This activity was planned by and for the healthcare team, and learners will receive 7 Interprofessional Continuing Education (IPCE) credit for learning and change.

CECH/CHES

Sponsored by Next Generation Choices Foundation, a designated a provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 7 total Category I continuing education contact hours. Maximum advanced-level continuing education contact hours available are 7.

HOURS OF PARTICIPATION

The University of Virginia School of Medicine and School of Nursing awards **7 hours of participation** (consistent with the designated number of *AMA PRA Category 1 Credit(s)™* or ANCC contact hours) to a participant who successfully completes this educational activity. The University of Virginia School of Medicine and School of Nursing maintains a record of participation for six (6) years.

Disclosure of faculty financial affiliations

The University of Virginia School of Medicine and School of Nursing, as a Joint Accreditation provider by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), endorses and strives to comply with the Accreditation Council for Continuing Medical Education (ACCME) *Standards for Integrity and Independence in Accredited Continuing Education*, Commonwealth of Virginia statutes, University of Virginia policies and procedures, and associated federal and private regulations and guidelines on the need for disclosure and monitoring of proprietary and financial interests that may affect the scientific integrity and balance of content delivered in continuing education activities under our auspices.

The University of Virginia School Medicine and School of Nursing requires that all CE activities accredited through this institution be developed independently and be scientifically rigorous, balanced and objective in the presentation/discussion of its content, theories and practices.

All planners, committee members, faculty, reviewers, authors, and staff in a position to control the content of accredited education programs are required to disclose relevant financial relationships with commercial entities occurring within the past 12 months (such as grants or research support, employee, consultant, stock holder, member of speakers bureau, etc.). An individual has a relevant financial relationship if the

individual or their spouse/partner has a financial relationship in any amount occurring in the last 12 months with an ACCME-defined commercial interest whose products or services are discussed in the educational activity content over which the individual has control. Relevant financial relationships will be disclosed to the activity audience. Refusal or failure to provide disclosure information in a timely manner will result in the disqualification from participation in the activity. The University of Virginia School of Medicine and School of Nursing will employ appropriate mechanisms to resolve potential conflicts of interest to maintain the standards of fair and balanced education to the participant. Questions about specific strategies can be directed to the University of Virginia School of Medicine and School of Nursing, Charlottesville, Virginia.

The faculty and staff of the University of Virginia School Medicine Office of Continuing Medical Education and School of Nursing Continuing Education have disclosed no relevant personal or professional financial relationships with commercial entities producing healthcare goods or services.

Disclosure of discussion of non-FDA approved uses for pharmaceutical products and/or medical devices

The University of Virginia School of Medicine and School of Nursing, as a Joint Accreditation provider by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for

Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), require that all faculty presenters identify and disclose the discussion of any off-label uses for pharmaceutical and medical device products. Each clinician/team needs to fully review all the available data on new products or procedures prior to clinical use.

Faculty Disclosures

Vanessa Shami, MD has disclosed relevant financial relationship as consultant for Interpace Diagnostics; Olympus America.

Tom Uldrick, MD, MS has disclosed relevant financial relationship as industry funded research support from Roche, Celgene and Merck through CRADAs or CTAs to the NCI or Fred Hutchinson Cancer Research Center; patent with Celgene with no anticipated royalties.

Christine Todd Whitman has disclosed relevant financial relationship as Board of Directors of Texas Instruments Inc. and United Technologies Corporation, and formerly served on the Board of S.C. Johnson and Son, Inc; member of the Nuclear Matters Advisory Council and Terrestrial Energy's International Advisory Board.

All other planning committee, speakers, and moderators have disclosed **no financial relationship** or interest with any proprietary entity producing healthcare goods or services.

How to claim your CE Credit

Thank you for attending the
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1. Go to www.cmevillage.com.
2. Click on the “Learning Portal” button and select “CE Certificate”.
3. Sign in with your email and password or create an account if you are a new user.
4. Enter CE Activity Code **139705** and click “Submit” and “Continue”.
5. Complete the evaluation and click “Done”.
6. Certificate Preparation; indicate the number of credits you wish to claim for attending this activity. Click “Submit”
7. Click “Print Certificate” or you can access later by visiting our website, Click “Learning Portal”, Sign in at the top of the page and click “Credit History & Past Certificate”.
8. For problems, contact the CME office at uvacme@virginia.edu

PLEASE NOTE: The post activity evaluation will only be available for a 30 day period. Credit will not be issued after the evaluation period has closed.

If you are claiming CHES Credit, please include your information in the evaluation in order to be sent a certificate for this organization.

Additional Resources

[2nd annual Virginia Tobacco-Free Higher Education Summit](#)

[6th annual Eliminate Tobacco Use Summit](#)

[Active People, Healthy NationSM](#)

[Advancing a System of Prevention to Achieve Health Equity](#)

[Beyond broadband: digital inclusion as a driver of inequities in access to rural cancer care](#)

[Childhood Cancer Cross-Sector Strategies for Prevention](#)

[COVID-19, Social Justice, and Clinical Cancer Research](#)

[Evaluation of rural public libraries to address telemedicine inequities](#)

[How Patients and Their Doctors Determine Cancer Risk – and What Happens Next](#)

[Physical Activity and Cancer](#)

[Real World Examples: The Community Preventive Services Task Forces’s Built Environment Recommendation to Increase Physical Activity](#)

[Rural Patients Could Get Care at the Library](#)

[The Contaminant Boomerang – what we use comes back to hurt us](#)

[University of Vermont Larner College of Medicine’s Public Health Projects](#)

