

Tools for Texans

HELPING COMMUNITIES FIGHT CANCER



WORKING TOGETHER:

Community Stakeholders

Volunteers

Health Professionals

Cancer Survivors

THURSDAY
AND FRIDAY
APRIL 22-23, 2010



DOUBLETREE HOTEL
INTERCONTINENTAL AIRPORT
HOUSTON, TX

RESERVE YOUR SEAT TODAY AT
[WWW.ACTEVA.COM/
GO/TOOLS4TEXANS](http://WWW.ACTEVA.COM/GO/TOOLS4TEXANS)

Presented by the Cancer Prevention and Research Institute of Texas with funding provided by the Centers for Disease Control and Prevention

DEVELOPING YOUR PLAN · USING CANCER STATISTICS · PLANNING MEETINGS · MEDIA
AND OUTREACH · FINDING RESOURCES · WORKING WITH PRIORITY POPULATIONS ·
FINDING FUNDING · INFLUENCING PUBLIC POLICY · EVALUATING EFFORTS





TOOLS FOR TEXANS: HELPING COMMUNITIES FIGHT CANCER

ABOUT THE WORKSHOP / OBJECTIVES

This skill-building workshop will enhance the capacity of participants to implement cancer prevention and control programs in Texas communities statewide. The program was developed to help Texans work together toward the goals of a) tobacco use prevention and cessation, b) improving nutrition and increasing physical activity to reduce the incidence of obesity, and c) increasing the use of screening and early detection services. All participants will obtain the tools necessary for developing a plan, using cancer statistics, planning meetings, media and outreach, finding resources, working with priority populations, locating funding, influencing public policy, and evaluating efforts.

Cancers that can be prevented or detected earlier by screening account for over half of all new cancer cases this year. (American Cancer Society, 2009)

CONFERENCE AGENDA

THURSDAY, APRIL 22, 2010

- 7:30 AM Registration, Exhibits
- 8:00 **Welcome and Introductions**
Suzy Lockwood, PhD, RN, OCN, CHPN
- 8:15 **Breakfast Presentation**
State Representative Ellen Cohen
- 9:00 **Developing Your Plan**
Michelle Frerich
- 10:00 Break and Exhibits
- 10:15 **Using Cancer Statistics**
Melanie Williams, PhD
- 11:15 **Planning Meetings**
Kelli Craddock
- 12:15 PM **Lunch and Open Forum:**
Making a Difference in Your Community
- 1:15 **Media and Outreach**
Cindy Brinker-Simmons
- 2:15 Break and Exhibits
- 2:30 **Finding Resources**
Courtney Joy Watson Schoessow, MPH
- 3:30 Break and Exhibits
- 3:45 **Working with Priority Populations**
Jeffrey Guidry, PhD
- 4:45 Wrap Up
- 5:00 PM **Social Hour and Exhibits**

FRIDAY, APRIL 23, 2010

REMINDER: Hotel check-out is at NOON today!

- 7:30 AM Registration, Exhibits
- 8:00 **Welcome and Recap**
Suzy Lockwood, PhD, RN, OCN, CHPN
- 8:15 **Breakfast Presentation**
State Representative Garnet Coleman
- 9:00 **Finding Funding**
Ginger Cook
- 10:00 Break and Exhibits
- 10:15 **Advocacy, Influencing Public Policy**
James Gray
- 11:15 **Evaluating Your Efforts**
Ed Hammer, PhD, MEd
- 12:15 **Lunch (Turn in Action Plans)**
- 1:00 PM **Adjournment**



“The Toolkit will be very useful for writing grants to get future funding.”

~Workshop Participant

REGISTRATION FORM

ALL Registrants Receive Meals, Workshop Materials, and the Texas Cancer Control Toolkit.

Please fill out a registration form for each person attending if registering by mail.

(Check to Select)

Conference Registration (Includes Meals, Workshop Materials, and the Texas Cancer Control Toolkit) \$50 _____

Optional Hotel Room for Wednesday and Thursday Nights, April 21-22

A limited number of rooms are available for registrants at this special rate, which includes room and tax for both nights. To secure your room nights, check this box and complete the additional information on the reverse of this form. Please note, a credit card will be required upon hotel check-in for room incidentals only.

\$25 _____

TOTAL ENCLOSED _____

Travel scholarships are available.

For eligibility requirements and an application, click [HERE](#).

For more information, email mkinard@texasnurses.org or call (800) 515-6770, x165.

- **To register online or by phone using a credit card (fees apply)**, go to www.acteva.com/go/tools4texans OR call 8am-7pm, M-F toll-free: (877) 365-3836.
- **To register by mail**, make check or money order payable to **NOEP** and mail with this completed form to:

NOEP-Tools for Texans
7600 Burnet Rd., Ste. 440
Austin, TX 78757-1292

CALL NOEP WITH QUESTIONS: (800) 515-6770

Cancellations received in writing by April 9, 2010 will be refunded minus a \$10 administrative fee plus online fee if applicable. No refund will be provided for cancellations received after the deadline.

Email my registration confirmation (and hotel confirmation, if applicable)

Mail my confirmation (enclose a self-addressed, stamped envelope)

-continued on reverse-

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Tools for Texans, HOUSTON - APRIL 22-23, 2010

Name _____ Check No. _____ Amount \$ _____

Date Received _____ Received by _____

REGISTRATION FORM

“The best parts of the workshop were learning how to involve the community in cancer prevention programs and the opportunities to network. It was all valuable - I learned a lot!”

-Workshop Participant

How did you hear about the conference? _____

Have you previously attended a Toolkit Workshop? Yes No

Have you ever received a Toolkit? Yes No

By registering, all participants agree to complete a conference evaluation and to be contacted for follow up purposes.

First Name _____ Middle Initial _____

Last Name _____ Suffix/Degree _____

Organization/Company Name (if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone (home) _____ (daytime) _____

Email _____

If you are requesting a hotel room (and have included the \$25 fee for up to 2 nights), please complete:

Arrival date _____ Departure date _____

Special needs _____

Name of additional guest, if sharing room _____

Which of the following best describes your role?

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Direct care provider | <input type="checkbox"/> Program manager | <input type="checkbox"/> Advocate |
| <input type="checkbox"/> Researcher | <input type="checkbox"/> Administrator | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Educator | <input type="checkbox"/> Volunteer | |

“As a beginner to the cancer fighting profession, I am hungry for knowledge, answers and support. The seminar has provided me an open eye to sources for information.”

-Workshop Participant

TOOLS FOR TEXANS: HELPING COMMUNITIES FIGHT CANCER



CONFERENCE FACULTY

Cindy Brinker-Simmons

Levenson & Brinker Public Relations
Dallas, Texas

Ginger Cook

Funding Solutions
Paris, Texas

Kelli Craddock

Lance Armstrong Foundation
Austin, Texas

Michelle Frerich

Cancer Prevention & Research Institute of Texas
Austin, Texas

James Gray

American Cancer Society, High Plains Division
Austin, Texas

Jeffrey Guidry, PhD

Texas A&M University
College Station, Texas

Ed Hammer, PhD, MEd

Texas Tech School of Medicine
Amarillo, Texas

Suzy Lockwood, PhD, RN, OCN, CHPN (Moderator)

Center for Oncology Education and Research
Texas Christian University
Fort Worth, Texas

Courtney Joy Watson Schoessow, MPH

Public Health Works! Consulting, LLC
Houston, Texas

Melanie Williams, PhD

Cancer Epidemiology and Surveillance Branch
Texas Department of State Health Services
Austin, Texas



CONFERENCE SITE / HOTEL

DoubleTree Hotel

15747 John F. Kennedy Blvd.
Houston, TX 77032
Telephone: (281) 848-4000
Fax: (281) 590-8461

A room block is reserved for conference guests on Wednesday and Thursday nights, April 21-22, 2010. Conference registrants are eligible for two nights' stay at the special rate of \$25 payable to NOEP (see registration form). When this room block is full, conference registrants may book their room through the hotel at \$85 + tax per night for double occupancy. These discounted rooms are available until March 31, 2010.

To secure your room, please complete the registration form or register online at www.acteva.com/go/tools4texans.
Parking is available at no charge.



In compliance with the Americans With Disabilities Act, all reasonable efforts to accommodate a person with disabilities at this seminar will be made. Please call (800) 515-6770 prior to the workshop if you need special assistance.

PLANNING COMMITTEE

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Education Center

Dorothy Weston Gibbons

The Rose

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The Cancer Prevention and Research Institute of Texas
P.O. Box 12097, Austin, TX 78711
www.cprit.state.tx.us / (512) 463-3190

Tools for Texans: Helping Communities Fight Cancer is a unique skill-building opportunity for anyone who is interested in working to reduce the impact of cancer in their community:

- COMMUNITY STAKEHOLDERS
- VOLUNTEERS
- HEALTH PROFESSIONALS
- CANCER SURVIVORS

Two-Day Workshop **\$50**

Includes Meals & Materials

Optional \$25 Hotel Rate - Limited Offer

TRAVEL SCHOLARSHIPS AVAILABLE