

California Breast Cancer Research Symposium

From Research to Action

NEW
DATES

March 8 -10, 2002

Oakland Marriott and Convention Center
1001 Broadway
Oakland, California



California Breast Cancer Research Symposium



Keynote Speaker

Faith Fancher, Anchorwoman
KTVU Channel 2 - Ten O'Clock News
"My Journey through Breast
Cancer: A Story of Faith"

Visit the Exhibitor Showcase and Art Exhibition

- ❖ Non-profit organizations will provide practical information about what you can do for yourself and your community to fight breast cancer
- ❖ Artists will give powerful testimony by displaying their work by and about women with breast cancer



From Research to Action

The **California Breast Cancer Research Program** invites you to join us at our third statewide gathering of breast cancer scientists, activists, clinicians, policy makers, and interested public, where we will address critical issues in fighting breast cancer.

The breast cancer field is moving "From Research to Action" by developing basic breast cancer research concepts, testing them in a clinical setting, and disseminating successful approaches into general practice. This year, the Symposium participants will learn about the achievements reached through this process and explore the future directions of the breast cancer field.

In the **Technical Program** on March 8, BCRP funded researchers will describe their latest findings in scientific detail. The **General Program** will begin on March 8 with an evening reception and presentation of how your tax dollars are being put to work. On March 9, critical areas in breast cancer research will be discussed without technical jargon. In the plenary discussion session, you can learn about how clinical trials can make a difference in the fight against breast cancer. You can also learn from leaders in the breast cancer field about racial and ethnic difference in breast cancer; how analyzing genes will help us refine breast cancer detection and treatment; how we can improve on mammography; how collaborative research is generating new approaches for treating breast cancer and improving access to care; and the latest breakthroughs being made by BCRP researchers. The **Community Research Collaboration Session** on March 10 will give people interested in developing community collaboration research projects a chance to exchange ideas and share strategies.

Watch for more information about the "From Research to Action" breast cancer research symposium on our website (<http://www.ucop.edu/srphome/bcrp/>).

CME

Continuing Medical Education Credits

Procedure for Receiving Medical Education Credits

Register at the CME registration desk at the Symposium and pay the \$25.00 CME registration fee. Payments may be made by check payable to the University of California Regents.

When you leave the Symposium, return your CME evaluation forms to the CME registration desk. If you forget to return your forms, they may be mailed to BCRP before March 31.

Learning Objectives for Symposium

At the conclusion of the Symposium, participants should be able to:

- Understand and present to colleagues and patients the latest advances in the biology of breast cancer; in particular, gain an understanding of how the molecular and cellular pathogenesis of breast cancer will allow the development of new and improved strategies to prevent and treat breast cancer.
- Learn about new/novel targets and strategies for detection, diagnosis, prevention, and treatment of breast cancer and ways to improve patient quality of life.
- Comprehend and describe to colleagues and patients the steps involved in transforming the results of basic research into clinical applications.
- Understand and present to colleagues and patients how external factors and hormones are involved in the etiology, prevention, and treatment of breast cancer.
- Better appreciate the needs of breast cancer patients, their family members and women at risk for breast cancer.
- Comprehend and describe to colleagues and patients factors that contribute to racial and ethnic disparities in breast cancer incidence, detection, treatment and mortality in California.

Accreditation Statement



This activity has been planned and implemented in accordance with the essential areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of California San Francisco School of Medicine and the California Breast Cancer Research Program. UCSF is accredited by the ACCME to provide continuing medical education for physicians. UCSF designates this continuing medical education activity for up to 16.5 hours in Category I of the Physician's Recognition Award of the American Medical Association and the Certification Program of the California Medical Association. Each physician should claim only those hours of credit actually spent in the educational activity.

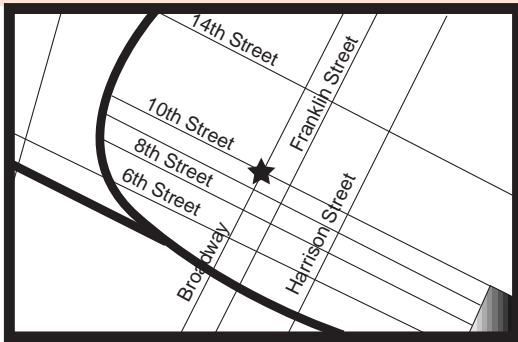
Hotel Accommodations & Directions

Oakland Marriott City Center

1001 Broadway
Oakland CA, 94607

RESERVATIONS: 1-800-991-7249

Mention the **California Breast Cancer Research Symposium** to obtain the conference rate of \$139 plus tax.



If riding BART . . .

OAKLAND AIRPORT:

Take the Oakland Air Bart Shuttle (\$2.00 - exact change required) from the Airport, which leaves from the Baggage Claim area every 20-minutes, to the COLISEUM Bart Station. At the Coliseum Bart Station take the RICHMOND Bart Train (\$1.10) to 12th STREET CITY CENTER STATION. Take the 11th Street steps from the Bart Station and you'll come out facing the Hotel.

SAN FRANCISCO AIRPORT:

Take the SamTrans 3X Bus (\$1.00) which operates to BART Colma Station weekdays until 11:30pm (9:30PM Sat/7:30PM Sun). Take the Richmond or Pittsburg/Bay Point train (\$2.85) to 12th STREET CITY CENTER STATION. Take the 11th Street Steps from the Bart Station and you'll come out facing the Hotel.

Ground Transportation

If you are driving from the . . .

OAKLAND AIRPORT, SAN JOSE or HAYWARD:

Take I-880 North. Turn right at BROADWAY Exit. The hotel is located at 1001 Broadway, between 10th and 11th Streets. For parking, turn left onto 10th Street, right on Clay Street and right on 11th Street. The self-parking entrance is on 11th Street.

EAST BAY, WALNUT CREEK or CONCORD:

Drive WEST on Highway 24 through the CALDECOTT TUNNEL for approximately three miles to I-980. Follow the signs to DOWNTOWN OAKLAND. Take 11th/12th Street EXIT. Continue one block and turn left at 11th Street. Continue on 11th Street for four blocks to self-parking entrance.

SAN FRANCISCO INTERNATIONAL AIRPORT:

take I-101 NORTH to San Francisco. Continue through San Francisco to the BAY BRIDGE (I-80 EAST). Continue EAST on the Bay Bridge and once off the BAY BRIDGE, stay in the center lanes and follow signs for I-580 East. Follow all signs for DOWNTOWN OAKLAND until taking the 12th/11th Street EXIT. Turn left on 11th Street. Self-parking is 4 blocks ahead on the right. Hotel entrance and valet parking is 5 blocks ahead on the right.

SACRAMENTO, BERKELEY or MARIN COUNTY:

Drive WEST on I-80 to I-580 EAST. Continue East on I-580 to I-980. Follow signs to DOWNTOWN OAKLAND. Take 11th/12th Street EXIT. Continue one block and turn left at 11th Street. Continue on 11th Street for four blocks

Shuttle Services:

Oakland and San Francisco Airports (Departure/Arrival)

| | |
|----------------------------------|----------------|
| Bay Porter Express | (415) 467-1800 |
| Direct Airport Taxi | (510) 654-6060 |
| East Bay Airport Express Service | (510) 547-0404 |
| Take Me Home Express | (510) 652-8700 |

(call for schedule and pricing)

Registration Form

Registration Deadline: February 15, 2002

Salutation: Dr. Mr. Mrs. Ms.

First Name: _____ M. I. _____

Last Name: _____ Degree: _____

Badge Name: _____

Title: _____

Institution: _____

Department: _____

Address Line 1: _____

Address Line 2: _____

Address Line 3: _____

City: _____ State: _____ Zip: _____

Phone Number: () _____ ext.: _____

Fax Number: () _____

E-mail Address: _____

- Check here if you do not want your mailing address included in the published attendee list.

Events I will attend (check all that apply).

- Technical Session - Friday, March 8, 2002
 Evening Reception - Friday, March 8, 2002
 General Session - Saturday, March 9, 2002
 Community Collaboration Session - Sunday, March 10, 2002

I prefer a vegetarian lunch:

- Yes No

I have special accessibility requirements:

- Yes, If yes, we will contact you for further arrangements.
 No

(The symposium site is wheelchair accessible.)

I best fit the following category (choose one):

- Scientist / Researcher Health Care Provider
 Academic Physician
 Private Industry Nurse
 Private Research Foundation Other
 Other
 Advocate Patient/Survivor

How to Register

There is no fee required for the symposium.

Deadline: February 15, 2002

Please fill out a separate form for each person attending.

By Fax: (510) 587-6325

Online: Please go to our website at:
<http://www.ucop.edu/srphome/bcrp/>

You should receive confirmation of registration within 10 business days.

Scholarship Information

Deadline: February 1, 2002

The California Breast Cancer Research Program (BCRP) is pleased to announce the availability of travel scholarships for the upcoming Symposium at the Oakland Marriott and Convention Center March 8 - March 10, 2002.

The scholarships will cover travel **within** California and one night accommodation at the Oakland Marriott for breast cancer advocates and community members who otherwise might not be able to attend. Scholarships will be awarded on a first come basis.

To apply for a scholarship send a 1 page description of what motivates you to attend the Symposium *From Research to Action* and include your name, address, phone number and email.

Send Application to: Vy Pham at the address listed below

Mailing Address & Contact Information

Address: California Breast Cancer Research Program
University of California, Office of the President
300 Lakeside Drive, 6th Floor
Oakland, CA 94612-3550

Phone: 1-888-313-BCRP (2277)

Fax: 510-587-6325

E-mail: bcrp@ucop.edu

Technical Program

Friday

March

8

Welcome

- 7⁰⁰ - 10⁰⁰ am Continental Breakfast
- 8¹⁵ - 8³⁰ am Welcome
- 8³⁰ - 10⁰⁰ am Poster Viewing

Poster Discussion Sessions

10⁰⁰ - 12⁰⁰ noon

Killing Cancer Cells: Biology and Therapy

Glenn Rosen, M.D. - Discussant
Stanford University

Breast Cancer Policy and Support

David Wellisch, Ph.D. - Discussant
University of California, Los Angeles

12³⁰ - 2³⁰ pm

New Biomarkers and Screening Methods

John Boone, Ph.D. - Discussants
University of California, Davis
Michael Press, M.D., Ph.D.
University of Southern California

Potential Causes and Risk Assessment

Marilyn Gammon, Ph.D. - Discussant
University of North Carolina

3⁰⁰ - 5⁰⁰ pm

Biology of Disease Progression

Mary Helen Barcellos-Hoff, Ph.D. - Discussant
Lawrence Berkeley National Laboratory

Hormones in Risk, Prevention and Treatment

Sue Ingles, Dr.P.H. - Discussant
University of Southern California

Information Session

- 3⁰⁰ - 5⁰⁰ pm Program staff will describe present and future BCRP projects.

Fri. - Sat.

March
8-9

General Program

March 8, 2002

6⁰⁰ - 8³⁰ pm

Reception and Overview of BCRP Tax Check-Off Grants
"Putting Your Tax Dollars to Work"

March 9, 2002

7⁰⁰ - 8³⁰ am

Continental Breakfast

8⁰⁰am - 5⁰⁰ pm

Exhibitor Showcase
& Art Exhibition

8⁰⁰ - 8²⁰ am

Opening Session
Welcome

Mistress of Ceremonies

Holly J. Mitchell,

Vice President, External Affairs Crystal Stairs, Inc.

Mhel Kavanaugh-Lynch, M.D, M.P.H.

Director,

California Breast Cancer Research Program

Teresa Burgess, Ph.D.

Amgen Corporation

Chair, California Breast Cancer Research Council

Plenary Session

8³⁰ - 10³⁰ am

From Research to Action Through Clinical Trials

Moderator

Teresa Burgess, Ph.D., - *Amgen Corporation*
California Breast Cancer Research Council, Chair

Speakers

Zora Kramer Brown, Founder and Chair, Breast Cancer Resource Committee
Gwen Darien, Publisher and Editor-in-Chief, MAMM Magazine
Patty Delaney, Director, Cancer Liaison Program, Food and Drug Administration
Susan Honig, M.D., Medical Reviewer, Food and Drug Administration
H. Kim Lylerly, M.D., FACS, Professor of Surgery, Duke University

Breakout Session 1

11⁰⁰am - 12³⁰pm **Racial & Ethnic Differences
in Breast Cancer**

Moderators Lovell Jones, Ph.D. - University of Texas
Susan Shinagawa - Intercultural Cancer Council

Speakers **Determinants of Breast-Conserving Surgery in
California**
Cyllene Morris, DVM, MPVM, Ph.D.
California Public Health Institute
**Breast Cancer Survival and Inadequate
Follow-up of Abnormal Mammography:
Identifying Intervention Points**
Daramola Cabral, Dr.P.H., P.A.
Northern California Cancer Center
**Physical Activity, Diet and Menarche in a
Multiethnic Cohort**
Carol Koprowski, Ph.D., R.D.
California State University, Northridge

Breakout Session 2

11⁰⁰am - 12³⁰pm **Biomarkers – Applications for
Detection and Treatment**

Moderators Edward Sauter, M.D. , Ph.D.- *Thomas Jefferson University*
Cathie Ragovin, M.D. - *Massachusetts Breast Cancer Coalition*

Speakers **Genomic Subtyping of Breast Cancers and
Implications for Clinical Care**
Stefanie Jeffrey, M.D.
Stanford University
**What Integrated Histopathology is Telling Us about
Molecules and Treatment**
Robert Cardiff, M.D., Ph.D.
University of California, Davis
**Abnormal Nipple Aspirate Fluid Cytology Indicates
Increased Risk of Breast Cancer**
Margaret Wensch, M.P.H., Ph.D.
University of California, San Francisco

Lunch Keynote Address

12³⁰ - 2⁰⁰ pm **Keynote Speaker**
Faith Fancher, Anchorwoman
KTVU Channel 2 - Ten O'Clock News
**"My Journey through Breast Cancer:
A Story of Faith"**

Breakout Session 3

2⁰⁰ - 3³⁰ pm **Early Detection -
Upgrading Mammography**

Moderators Cheryl Herman, M.D. - *Johns Hopkins University*
Joy Simha - *Young Survival Coalition*

Speakers **MRI for Breast Cancer Screening and
Surveillance in a High-Risk Population**
Nola Hylton, Ph.D.
University of California, San Francisco
**New Diagnostic Techniques Using Digital
Mammography**
Daniel Valentino, Ph.D.
University of California, Los Angeles
Database-Aided Diagnosis of Mammograms
Jack Sklansky, Eng.Sc.D.
Charles R. Drew University of Medicine and Science

Breakout Session 4

2⁰⁰ - 3³⁰ pm **Making Progress through
Collaboration**

Moderators Judith Luce, M.D. *University of California, San Francisco*
Terri O'Hara - *Lesbian Cancer Support Services*

Speakers **Molecular Markers to Tailor Treatment to Patients**
Silvia Formenti, M.D.
University of Southern California
**An Antiangiogenic Agent for Breast Cancer in an
Animal Model System**
Francis Markland, Ph.D.
University of Southern California
**Increasing Breast Health Access for Women with
Disabilities**
Ann Cupolo Freeman
Alta Bates Medical Center

Poster Presentations

8⁰⁰am - 3³⁰ pm **Unattended Posters Available
for Viewing**

3³⁰ - 4¹⁵ pm **Communities and Science**
Presentation by the Breast Cancer Early Detection Program

3³⁰ - 5³⁰ pm **BCRP Funded Research**
BCRP Researchers will describe the posters of their
latest findings

Closing

5³⁰ - 6⁰⁰ pm **Closing Remarks**

Sunday

March
10

CRC

Community Research Collaboration Session

The purpose of this session is for CRC Award recipients - present and past, as well as those interested in applying for a CRC to meet with others doing similar community collaboration work, to share strategies, and to ask questions. The meeting will include group discussions, presentations, and question and answer time with BCRP staff.

**Moderator:
Marj Plumb**

9⁰⁰ - 9³⁰ am

Welcome

Presentation of Final CRC
Program Evaluation and Recommendations

9³⁰ - 11⁰⁰ am

Taking Projects from Pre-Application to Research Dissemination

Presentations by three successful CRC
Award teams with Q&A.

**Georgianna Farren, M.D. and
Margaret Wrench, M.P.H., Ph.D.**

Marin Breast Cancer Watch and
University of California, San Francisco

**Pat Luce-Aoelua M.S. and
Shiraz Mishra, M.D., Ph.D.**

National Office of Samoan Affairs and
University of California, Irvine

Diane Estrin and Rani Eversley, Ph.D.

Women's Cancer Resource Center and
University of California, San Francisco

11¹⁰ - 12⁰⁰ noon

Group Discussion

12⁰⁰ - 1⁰⁰ pm

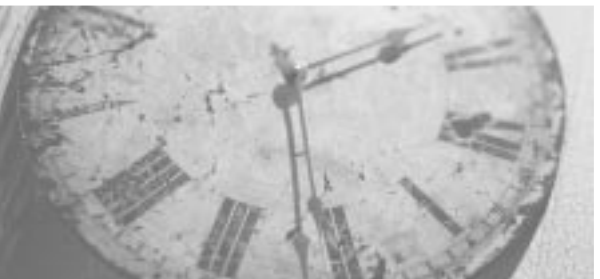
Small Group Lunch Discussions

1⁰⁰ - 2⁰⁰ pm

Questions/Areas of Discussion
Raised During Lunch
Wrap-up and Evaluation

Areas to be covered
include:

- Don't give up -
How to stay persistent
and get funded
Finding the Right Scientific
Partner/ How Do You Check
Them Out?
Defining your Research Topic
Dealing with the Feedback
Where to go for Help/Talking
to the Staff
- Maintaining Healthy
Partnerships
Prevention Strategies -
Creating Structures and
Opportunities to Maintain
Healthy Partnerships
Dealing with Conflicts
Barriers to Healthy Partner-
ships
- Strategies for
Community Involvement
Communicating with Funding
Organizations
Communicating to the
Broader Community/Media
and Presentations
Communicating with Health
Providers
Reaching Out to Survivors
Including Diversity/ What are
the Issues?
- Doing the Research
Recruitment and Maintaining
Follow-up of Research
Participants
Science Issues - Randomiza-
tion, Control groups, Clinical
vs. Research Needs
The Impact of the Research
on the Client/Community
Publishing Results - How to
Do it Collaboratively, Where to
Publish, How to Get Informa-
tion Back to the Community



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