

DAY 1—Wednesday, September 8

9:00-9:30 am	OPENING REMARKS Marcus Plescia, MD, MPH Director, Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion, CDC Ursula Bauer, PhD, MPH Director, National Center for Chronic Disease Prevention and Health Promotion, CDC Thomas R. Frieden, MD, MPH (invited) Director, Centers for Disease Control and Prevention. Administrator, Agency for Toxic Substances and Disease Registry
9:30-10:30 am	KEYNOTE ADDRESS Howard K. Koh, MD, MPH (invited) Assistant Secretary for Health U.S. Department of Health and Human Services
10:30-10:45 am	BREAK
10:45-11:45 pm	PANEL - 20 Years of NBCCEDP: Reflections from the Past, Hopes for the Future
11:45-12:00 pm	Exhibits/Networking Break
12:00-1:15 pm	SURVIVORSHIP LUNCHEON
1:15-2:15 pm	PANEL - Strengthening Partnering and Systems Change through Population-based Approaches
2:15-2:30 pm	BREAK
2:30 – 3:30	AFTERNOON KEYNOTE The Origin and Evolution of Patient Navigation Harold P. Freeman, MD President and Founder, Ralph Lauren Center for Cancer Care and Prevention Senior Advisor to the Director, National Cancer Institute
3:30-4:00 pm	Patient Navigation in the NBCCEDP
4:00-5:30 pm	Program Directors Council Meeting

DAY 2—Thursday, September 9

SPECIAL SESSION ON HEALTH REFORM PANEL

9:00-12:00 pm	“The Affordable Care Act and Public Health” Anne Haddix, PhD Acting Director, Policy Research, Analysis, and Development Office, Office of the Associate Director for Policy, CDC ACA Prevention Components: Implications for Breast and Cervical Prevention and Early Detection. Christopher W. Hansen, MA President, American Cancer Society (ACS Cancer Advocacy Network (CAN)
10:30-10:45 am	BREAK
12:00 noon-1:15 pm	LUNCH ON YOUR OWN (Jazz in the Park)
1:15-2:45 pm	Using Data to Measure Program Quality and Impact
2:45-3:00 pm	BREAK
3:00-3:30 pm	PRESENTATION: Inside the NBCCEDP Partnership Toolkit
3:30-4:00 pm	60/40 Waiver State Updates: Massachusetts, Utah, Washington
7:00-9:00 pm	NBCCEDP 20 th Anniversary Reception

DAY 3—Friday, September 10

9:00-9:30 am	NBCCEDP Evaluation Research Agenda New and Ongoing Projects Amy DeGroff, PhD, MPH Program Evaluator, Program Services Branch Division of Cancer Prevention and Control, CDC
9:30-10:30 am	Office of the Inspector General Study of NBCCEDP Holly Williams, MPA Office of the Inspector General, Office of Evaluation and Inspections, US Department of Health and Human Services Economic Analysis from the Cost Assessment Tool (CAT) Donatus Ekwueme, PhD Senior Health Economist, Division of Cancer Prevention and Control
10:30—10:45 am	BREAK
10:45 am-11:45	Conducting Program Evaluation
11:45 -12:00 noon	Closing Remarks



NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

National Breast and Cervical Cancer Early Detection Program

“Celebrating 20 Years of Success with Partners Like You”

Concurrent Program Directors Meeting and Data Managers Meeting
September 8-10, 2010
Omni Hotel at CNN Center, Atlanta, Georgia

The NBCCEDP 20th Anniversary Meeting is an opportunity to celebrate the program accomplishments and impact of the CDC Division of Cancer Prevention and Control. **Be a part of helping to build capacity and support growth and improvement in the program for years to come.**

GOALS

Commemorate the NBCCEDP 20th year anniversary through activities that:

- ❖ Facilitate a greater understanding of the Patient Protection and Affordable Care Act (PPACA), its relationship to cancer prevention and early detection, and opportunities for enhancing efforts within the NBCCEDP.
- ❖ Highlight promising practices and partnerships for implementing population-based approaches to prevention and early detection.
- ❖ Increase knowledge of and skills to implement evidence-based interventions to promote screening.
- ❖ Tell the stories of the women affected by the program.
- ❖ Recognize CDC and their partners.
- ❖ Promote the national impact and importance of the NBCCEDP in cancer prevention and early detection.

2010 NATIONAL BREAST AND CERVICAL CANCER EARLY DETECTION PROGRAM (NBCCEDP)

Program Directors and Data Managers Meeting September 8-10, 2010

Through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), the Centers for Disease Control and Prevention (CDC) provides low-income, uninsured, and underinsured women access to timely and life saving breast and cervical cancer screening and diagnostic services.

The CDC provides NBCCEDP funding to all 50 states, the District of Columbia, 5 U.S. territories, and 12 American Indian/Alaska Native tribes or tribal organizations to provide these breast and cervical cancer screening services to disadvantaged women within their jurisdiction. Each of the 68 funded programs has established screening services through public health and private providers within their health care delivery system. These screening services include:

- ❖ Clinical breast examinations
- ❖ Mammograms
- ❖ Pap tests
- ❖ Pelvic examinations
- ❖ Diagnostic testing if results are abnormal
- ❖ Referrals to treatment

Service to Women

An estimated 8%–11% of U.S. women of screening age are eligible to receive NBCCEDP services. This includes uninsured and underinsured women at or below 250% of the federal poverty level. Based on federal guidelines, women ages 18–64 may receive cervical cancer screening and women ages 40–64 may receive breast cancer screening.

Meeting Highlights and Partnership Opportunities

The 3-day meeting will begin on Wednesday, September 8, 2010 with an official welcome by the top brass at the CDC National Center for Chronic Disease Prevention and Health Promotion, Program Services Branch, and Division of Cancer Prevention and Control. There will also be a Breast and Cervical Cancer Survivors Luncheon highlighting accomplishments of the program.

Accomplishments Since 1991

- ❖ Screened 3.6 million women, providing more than 8.8 million breast and/or cervical cancer screening exams
- ❖ Detected 42,208 breast cancers among women screened
- ❖ Detected 118,627 premalignant cervical lesions among women screened, of which 42 percent were high grade lesions, and 2395 were invasive cervical cancers

To reach underserved women, the NBCCEDP supports a public health approach, which includes screening and diagnostic services, public education and outreach, quality assurance and quality improvement, professional development/education, patient navigation/case management, partnerships, data management and tracking, and program evaluation. The collaborative and complementary efforts of program partners, such as key national organizations and state and community partners, have contributed significantly to the program's success. You have helped to make a difference.

20th Anniversary NBCCEDP

The meeting will provide leadership and training opportunities for the 300 + individuals who deliver ongoing public health program and administrative support for NBCCEDP its cancer screening services across the country.

On Thursday, September 9, 2010, there will be a special reception celebrating the 20th Anniversary and success of the National Breast and Cervical Cancer Early Detection program. Additionally, throughout the 3-day meeting, there will be numerous networking and education opportunities highlighting best practices, success stories, and skill building.

Participate as a Sponsor - Show You Care About Cancer!

By participating at the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) meeting as a sponsor, you greatly increase your organization's visibility and help support CDC's efforts in an innovative way.

Sponsors may receive the following benefits:

- ❖ Sponsorships of \$10,000 or more will receive skirted table
- ❖ Recognition from facilitators, moderators, and presenters as appropriate during the meeting.

Standard sponsorship package includes:

- ❖ Recognition by name with a sign at the sponsored event (if appropriate) and at the registration area
- ❖ Sponsor ribbons
- ❖ Post-show attendee list containing names and mailing addresses
- ❖ Recognition by name in the final commemorative program booklet

Exhibit Area:

Commercial	\$,1000	skirted table
Non-profit	\$500	

MEETINGS & EVENT FUNCTIONS

20th Anniversary Reception at the Omni Hotel \$25,000

Date(s): Thursday, September 9, 2010

Please join in celebrating 20 years of saving lives through the NBCCEDP.

Benefits: sponsor signage in exhibit space and at event, with recognition by name with a sign at the registration area, plus the standard sponsor benefit package.

20th Anniversary Survivor Luncheon \$25,000

Date(s): Wednesday, September 8, 2010

Help support the women who have survived the experience of cancer. Hear their stories. Each woman will be greeted with a red rose of survivorship.

Benefits: sponsor signage in exhibit space, with recognition by name with a sign at the registration area, plus the standard sponsor benefit package.

Breakfast of Champions

Quantity Available: 3

Cost Per Event: \$ 7,500

Date(s): Wednesday, Thursday, Friday

Help attendees get the day off to a great start with satisfied stomachs! Greet attendees with staff and/or company literature in the breakfast area as they fill the main hallway.

Standard Sponsor Benefit Package Included

Networking Breaks

Quantity Available: 3

Cost Per Event: \$ 5,500

Date(s): Wednesday, Thursday, Friday Morning

Re-energize attendees between sessions by sponsoring a networking break.

Greet attendees with staff and/or company literature as they fill up on refreshments.

Standard Sponsor Benefit Package Included

A Lasting Impression

Quantity Available: 1

Cost Per Event: \$ 4,500

Date(s): Friday, September 10, 2010

Make a lasting impression by sponsoring a yummy treat or a fun give-away on the final day of the conference & exhibition.

Standard Sponsor Benefit Package Included

Re-Fuel-Espresso Bar in the Exhibit Space

Quantity Available: 3

Cost Per Event: \$ 5,000

Or Co-Sponsor

Quantity Available: 2

Cost Per Event: \$ 2,500

Date(s): Wednesday & Thursday, September 8 & 9, 2010 (10am-3pm) &

Friday, September 10, 2010 (9:30am-12 Noon)

With so many events at the CDC Meeting, participants will need to refuel. Help give attendees a boost of energy. This high traffic area will host exhibitors and a lounge featuring your company literature and sponsorship signage.

Standard Sponsor Benefit Package Included



The National Association of Chronic Disease Directors (NACDD) is a national public health association for chronic disease program directors of each state and U.S. territory. Founded in 1988, NACDD links together more than 1,400 members to advocate for preventive policies and programs, encourage knowledge sharing and develop partnerships for health promotion. Since its founding, NACDD has been a national leader in mobilizing efforts to reduce chronic diseases and their associated risk factors through state and community-based prevention strategies.

The National Association of Chronic Disease Directors (NACDD), a 501(c)3 organization, is acting as the fiscal agent for this meeting. Tax ID # 73-1328414

Please make checks payable to: **NACDD**

Memo Line: **National Breast and Cervical Cancer Meeting 2010**

Or On – line: www.chronicdisease.org Donors/Partner Tab - Make a donation using a major credit card.

Address:

The National Association of Chronic Disease Directors (NACDD)
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For More Information Contact: [John W. Robitscher, Executive Director](mailto:John.W.Robitscher@chronicdisease.org) or [Carma Davis](mailto:Carma.Davis@chronicdisease.org) at (770) 458-7400 or cdavis@chronicdisease.org to discuss specific costs, opportunities to mix-and-match sponsor benefits, and to provide in-kind donations to support the National Breast and Cervical Cancer Early Detection Program (NBCCEDP).