



Michigan Breast and Cervical Cancer
Control/WISEWOMAN Program

2010 Annual Meeting

“Keeping Our Direction”

Meeting Dates: May 6-7, 2010

Great Wolf Lodge ~ Traverse City, MI

Meeting and Hotel Registration Deadline:

April 1, 2010

Sponsored by the Michigan Department of Community Health

Conference Registration Information

There are no registration fees for the meeting. Breakfasts and lunches are provided as part of the meeting. Transportation, dinners and other personal charges are the responsibility of the individual participants.

To register for the meeting, use the registration form found in this brochure. Email, fax or mail it as directed. **The registration deadline is April 1, 2010.** Please be sure to include your current e-mail address on your registration form. **Confirmation materials will be emailed.**

If you are unable to attend after submitting your registration form, please contact Amy Stagg at (517)324-7310 or stagga@michigan.gov

Hotel/Lodging Information

The 2010 Conference will be held at The Great Wolf Lodge in Traverse City, MI.

Special Conference Rates are:

\$65 Single Occupancy

\$99 Double Occupancy

\$124 Triple Occupancy

\$149 Quad Occupancy

Additionally, these rates are subject to a Resort Fee of \$5.00 per room, per night.

Please use the attached Reservation Form located in the back of brochure to secure your sleeping room.

Rooms will be available at the conference rate until April 1, 2010.

For more information on the Great Wolf Lodge visit: www.greatwolf.com/traverse/lodge

The Great Wolf Lodge will offer a 25% discount on all Spa services booked prior to the conference. Please call (231)935-1650 for more information or to make a reservation.

Check www.mytraversecity.com for restaurants and activities in Traverse City.



Continuing Education Credits

This activity has been submitted to the Oncology Nursing Society for approval to award contact hours. ONS is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's COA.

For BCCCP/LCA Coordinators and WISEWOMAN Program!

There will be a BCCCP/LCA Coordinators Meeting and a WISEWOMAN Program Meeting on **May 5th** at The Great Wolf Lodge. For more information please contact: Ann Garvin for the BCCCP Coordinators Program (garvina@michigan.gov) Robin Roberts for the WISEWOMAN Program (robertsrobi@michigan.gov)

Each BCCCP & WISEWOMAN LCA is eligible for 1 hotel room for the Coordinators Meeting and duration of the BCCCP/WISEWOMAN Conference. These room reservations will be handled directly by Amy Stagg, stagga@michigan.gov or (517)324-7310.

Need More Information?

Check www.michigancancer.org/bcccp or contact Amy Stagg at (517)324-7310 or stagga@michigan.gov

Meeting Highlights

Poster Sessions

Has your BCCCP or WISEWOMAN program(s) or clinicians done a special project that you'd like to communicate to other BCCCP Coordinators, program staff and clinicians? This is an opportunity to "show your stuff!"

This year's meeting will feature exhibits/posters from organizations that highlight innovative programs and services found throughout Michigan. Posters and exhibits will be displayed throughout the meeting. Posters previously presented at other venues, if applicable to BCCCP, WISEWOMAN, FP/BCCCP, CVD, Diabetes, Smoking Cessation, Breast or Cervical Cancer are welcome.

New this year – The Annual Meeting Poster Session will have dedicated, staffed viewing times and the opportunity for presenters to interact with meeting attendees!

Deadline for exhibit/poster application is April 1, 2010.

Wellness Activities

The 2010 meeting will feature special wellness activities throughout the meeting. These activities are optional, but you are encouraged to join as many activities as possible. These activities have been developed to incorporate fun, networking and wellness for everyone. Please join us for:

Water Aerobics – Experience the Great Wolf Lodge with our group!

Group Walk – Join us as we explore Kids Creek wetlands and trails. The walk will leave from the trailhead at Great Wolf Lodge.

Complete a Physical Activity Card – Show us what you've done and have a chance to win a prize!

Yoga with gentle stretching and "Moves for your Cubes!"

Enhance Fitness Demonstration

Reception

Join us for a welcome reception on Thursday, May 6th. The reception will begin immediately following the afternoon concurrent sessions. Poster presenters will be available to discuss their projects. Light hors d'oeuvres and a cash bar will be available.

Meals – Taste The Local Flavor!

The Planning Committee is developing healthy, portion-size appropriate meals and snacks for the meeting. We are working with The Great Wolf Lodge to utilize local food products when available!

Meeting Attire

You are encouraged to wear comfortable and casual clothing to the meeting, especially if you plan to participate in any of the wellness activities. On Thursday, May 6th we are encouraging everyone to wear **RED** to show our support for raising awareness about women and heart disease.

Conference Agenda



Thursday, May 6, 2010

8:00 am Registration and Breakfast

8:45 am Welcome and Opening Remarks - Paulette M. Valliere, PhD
Program Director Breast & Cervical Cancer Control/WISEWOMAN Programs

9:00 am Opening Keynote - Herbert C. Smitherman Jr., MD, MPH, FACP
Assistant Dean, Community and Urban Health
Associate Professor, Department of Internal Medicine
and Karmanos Cancer Institute, Wayne State University
School of Medicine/Detroit Medical Center
President and CEO, Health Centers Detroit Foundation

In the eyes of many, the U.S. health care system suffers from three major challenges: It does not cover and provide access to enough people, it functions inefficiently and it could provide a better quality of care. Dr. Smitherman will discuss the lessons learned in his recent book entitled *"Taking Care of the Uninsured: a Path to Reform"* that can be applied in every community, and the policy changes needed for real healthcare reform.

10:15 am Break and Wellness Activity - *Gentle Yoga and "Moves For Your Cube"*

11:00 am Concurrent Sessions |

1. *Health Care Reform*

- Herbert Smitherman Jr, MD, MPH, FACP

This session will discuss evidence-based solutions that show by expanding health insurance coverage to the uninsured, we can improve access to care and actually decrease healthcare costs as oppose to increase costs.

2. *Colposcopy Treatment and Follow Up*

- Glenn Taylor, MD; Ann Arbor Health Center

This session will focus on the pathophysiology of cervical cancer and precursors, indications for colposcopy procedures and the management of abnormal colposcopy findings.

3. *WISEWOMAN Program Session - Creating Calm for a Happy Heart*

- Carley Reynolds, RN, BS; Public Health, Delta & Menominee Counties

This fun and interactive session will include massage techniques, meditation and guided imagery, as well as discuss stress reduction and its impact on heart health. Tools will be provided for Lifestyle Counselors to plan and implement this program in their own communities.

3. *Program Support: Monitoring Appropriateness of Clinical Services Provided to BCCCP Women*

- EJ Siegl, MA, OCN, RN; Nurse Consultant, Michigan Department of Community Health

This session is for all BCCCP staff responsible for monitoring screening and diagnostic services provided to program women. Using case study examples, the BCCCP medical protocol will be discussed along with program guidelines for accurately documenting program clinical care services and determining appropriate reimbursement for these services.

12:30 pm **Lunch and Keynote** - Michelle Segar, PhD

Researcher, Institute for Research on Women and Gender

The 'Why' and 'How' of Producing Sustainable Health Behavior in Midlife

This keynote will review a new behavioral paradigm for counseling women about making lifestyle changes that they will desire to do and sustain.

2:00 pm **Enhance Fitness Demonstration**

Poster Session Viewing and Meet the Presenters!

Posters highlight innovative programs and services found throughout Michigan.

3:00 pm **Concurrent Sessions II**

1. *Colorectal Cancer Screening Guidelines and the Importance of Early Detection*

- Suzette C. Walker, MSN, FNP-C, AOCNP; University of Michigan Cancer Center

This session will give overview of prevention, screening guidelines for colorectal cancer.

2. *Cancer Survivorship Finding Hope and Help*

- Kelly Brittain, RN, PhD(c); Director, Patient Community Education & Support Services
Karmanos Cancer Institute

This session will summarize available resources for Michigan women who are surviving cancer.

Topics to be discussed include survivorship care plans, resource directories and navigating through treatment.

3. *WISEWOMAN Program Session – Evidence-Based Methods to Facilitate Intrinsic Motivation and Prioritization of Self-Care among Women*

- Michelle Segar, PhD; Researcher, Institute for Research on Women and Gender

This session builds upon concepts presented in the luncheon keynote and will provide a tool Lifestyle Counselors can use to help women break through their barriers and internalize their desired lifestyle changes. This session will be “hands on” and include practice and discussion.

4. *Navigating BCCCP/WISEWOMAN Reimbursement*

- Tory Phelps & Sam Burke; Program Technical Analysts, Michigan Public Health Institute

This session will focus on the BCCCP/WISEWOMAN reimbursement process. Participants will receive a brief history and overview of the BCCC Program, followed by reviewing important provider information, required information for claim forms, billing cycle information, how to trouble shoot claim problems and fiscal year end procedures.

(No CE contact hours for this session)

4:30 pm **Reception in Poster Area**

Join us as we sample some local food specialties and visit with Poster Presenters.

Conference Agenda



Friday, May 7, 2010

7:00 am Wellness Activity – Water Aerobics in Waterpark

8:00 am Registration and Breakfast

8:45 am Concurrent Sessions |

1. *Radiation Therapy for Breast and Cervical Cancer*

- Linda D. Grossheim, MD; West Michigan Cancer Center

This session will focus on the various treatment options for different stages of breast cancer, including whole breast radiation, accelerated partial breast irradiation and post mastectomy radiation. Radiation treatment options for different stages of cervical cancer, including external beam whole pelvis radiation and brachytherapy will also be presented.

2. *Breast Cancer Imaging*

- Mark Helvie, MD; Director, Division of Breast Imaging University of Michigan Comprehensive Cancer Center

This session will describe pros and cons of different imaging modalities used in screening and diagnosing breast abnormalities.

3. *WISEWOMAN Program Session – Voices of Depression: What it Means and How to Help*

- Carla J. Groh, PhD, RN, PMHNP-BC; Professor, University of Detroit, Mercy

This session will review the signs and symptoms of depression, provide Lifestyle Counselors a toolkit for timely recognition of depression and present intervention strategies that can be implemented to manage depression in WISEWOMAN participants.

4. *Program Support – The Basics of Discoverer Viewer*

- Cathy Blaze; Reimbursement Project Coordinator, Michigan Public Health Institute

This session is geared towards BCCCP and WISEWOMAN staff that are responsible for monitoring different aspects of the Programs and have never used Discoverer Viewer. Participants will learn how to access Discoverer Viewer, open and navigate reports, run and print reports and export report data into Excel. In addition, trouble shooting, what Discoverer can and cannot do will be covered. (No CE contact hours for this session)

10:15 am Break, Hotel Checkout and Wellness Activity – Group Walk at Kids Creek

10:45 am **Concurrent Session II**1. *Breast Cancer Surgical and Diagnostic Treatments*

- Marianne Melnik, MD, FACS; American College of Surgeons

This session will present an overview of surgical diagnostic and treatment procedures for local therapy and staging in early stage breast cancer.

2. *Family History and Your Patient*

- Ryan Rodarmer, MS, CGC; Spectrum Health Cancer Genetics Program

While most cancer occurs by chance, approximately 5-10% of cancers are due to a genetic mutation which can be passed down through the family. During this session, we will discuss genetic principles and how they apply to the cancer setting, identify key questions to ask the patient regarding their family cancer history, and learn to recognize patterns in the family cancer history that would suggest an inherited susceptibility to cancer.

3. *WISEWOMAN Program Session – Domestic and Sexual Violence: Identification, Assessment and Intervention*

- Cheryl Rogers; Michigan Coalition Against Domestic & Sexual Violence

This session will provide an overview of the dynamics of domestic violence. Ms. Rogers will also offer practical suggestions for working with women you suspect might be victims of domestic violence. This session will cover a wide range of resources for the professional as well as the survivor of domestic or sexual violence.

4. *Program Support – Advanced Discoverer*

- Michael D. Carr, Statistician; Michigan Department of Community Health

This session is designed for BCCCP and WISEWOMAN staff who already feel comfortable using Discoverer Viewer. Advanced skills such as using the newer features of Discoverer, saving your own versions of reports, requesting new or custom reports, and confirming caseload counts will be addressed. Participants should already know how to run, navigate, and print reports, and also how to export report data into Excel.

12:15 pm **Lunch and Closing Keynote**

- Robert A. Smith, PhD; Director of Cancer Screening, Cancer Control Science Department, American Cancer Society, Atlanta, GA

In our closing keynote, Dr. Smith will give a review of current American Cancer Society guidelines and issues in cancer screening

1:30 pm

Must-Be-Present-To-Win Raffle, Poster Presenter Awards and Closing Remarks

2010 BCCCP / WISEWOMAN Annual Meeting Registration Form

Email, Fax or Mail the Registration Form to:
stagg@michigan.gov OR
Amy Stagg, MPH Cancer Section
2501 Jolly Road, Suite 180, Okemos, MI 48864
Fax: (517)324-7324



Name: _____ Credentials: _____

Title: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

(Required for Confirmation)

Dietary or Physical Requirements: _____

Continuing Education Credits

- I will be registering for nursing contact hours
- I will be registering for CHES credits.

*Note: Continuing education credits are not available for most Program Support sessions

Concurrent Sessions

Thursday, May 6th

Concurrent Sessions I (11:00am – 12:30pm)

- 1. Health Care Reform
- 2. Colposcopy Treatment and Follow Up
- 3. WISEWOMAN – Creating Calm for a Happy Heart
- 4. Program Support: Monitoring Appropriateness of Clinical Services Provided to BCCCP Women

Friday, May 7th

Concurrent Sessions I

- 1. Radiation Therapy for Breast and Cervical Cancer
- 2. Breast Cancer Imaging
- 3. WISEWOMAN – Voices of Depression
- 4. Program Support: Discoverer Basic

Thursday, May 6th

Concurrent Sessions II (3:00pm – 4:30pm)

- 1. Colorectal Cancer Screening Guidelines
- 2. Cancer Survivorship Finding Hope and Help
- 3. WISEWOMAN – Evidence Based Methods Motivation and Prioritization of Self Care Among Women
- 4. Program Support: Navigating BCCCP/WISEWOMAN Reimbursement

Friday, May 7th

Concurrent Sessions II

- 1. Breast Cancer Surgical and Diagnostic Treatments
- 2. Family History and Your Patient
- 3. WISEWOMAN – Domestic and Sexual Violence
- 4. Program Support: Advanced Discoverer

RESERVATION FORM



Group Name: Michigan Public Health Institute
BCCCP WISE WOMAN Annual Meeting

Dates: 5-04-10 to 5-09-10

Group Code: 1005BCCC_001

Reservations can be made utilizing this form and must be received by **April 1st, 2010**. Reservation requests received after this date will be taken on a space available basis. You can also go online to **greatwolf.com** and make your reservation that way by using the **group code 1005BCCC_001**.

When making travel arrangements, please note that Great Wolf Lodge observes a 4:00 PM check-in time and 11:00 AM check-out time. All guests arriving before 4:00 PM will be accommodated as rooms become available. Waterpark passes will be issued upon check in if your party wishes to use the waterpark before the overnight room is available.

Accommodations: Please indicate first and second lodging style preferences below. If the requested room type is not available, the next available room type and rate will be confirmed. **We cannot guarantee specific rooms or floors.**

<u>ACCOMODATIONS & RATES</u>			
<u>Suite Type</u>	<u>Dates</u>	<u>Group Rate</u>	<u>Extra Person Charge</u>
Family Suite	5-4-10 to 5-06-10	\$65 Single/ \$99Double	\$25 per person, per night
Family Suite (Fri and Sat)	5-06-10 and 5-07-10	\$159 Single/Db/Trpl/Quad	\$25 per person, per night

Rates are per room, per night. Rates are subject to a 6% Michigan State Tax and a 2% Local Assessment Tax and \$7.99 Resort Fee

Tax Exempt Individuals: Please present the State Tax-Exempt Form at check out. Indicate your method of deposit below. Personal funds are not exempt from tax. The local assessment charge is not available for exemption.

- Company check is enclosed with this registration form.
- Please use my personal credit card to guarantee the reservation. A check will be mailed from the company or presented upon arrival.

Deposits: A deposit equal to the first night's lodging is required with each reservation. Please make check or money order payable to Great Wolf Lodge or include a credit card number. The card will be charged upon receipt of the form. Do not send cash.

Cancellation Policy: If a reservation is cancelled outside of 72 hours of arrival a \$25 cancellation charge will apply. If the reservation is cancelled inside of 72 hours of arrival the entire deposit will be forfeited.

PLEASE PRINT

Arrival Day/Date: _____

Departure Day/Date: _____

Room Type 1/2 _____

Share With: _____

Total Number in Party: _____

Number of Adults in Party: _____

Ages of children 18 & under: _____

Name: _____

Company: _____

Address: _____

City: _____

Phone/Business: _____

Phone/Home: _____

Email Address: _____

Special Requests*: _____

*Great Wolf Lodge does its best to accommodate all requests, but cannot guarantee every one.

PAYMENT METHOD

- Check Enclosed for \$ _____ Check # _____
- American Express Visa MasterCard Discover
- Credit Card # _____ Exp. Date _____
- Signature: _____

All reservations must be guaranteed by check or credit card deposit. Checks/money orders should be equivalent to one nights' stay, payable to Great Wolf Lodge. Credit Card imprint is required at check in for all guests. Please provide tax-exempt form at check out.

Please mail or fax to:
Great Wolf Lodge
Attn: Group Sales
3575 N. US 31 South
Traverse City, MI 49684

Reservations Fax: (231) 941-3700
Reservations Questions: 1-866-962-9653



Traverse City, MI

For your in-car navigation or GPS device, use the following address:

**3575 North US 31 South
Traverse City, MI 49684**

**Reservations: 866.478.9653
Hotel Direct: 231.941.3600**

