

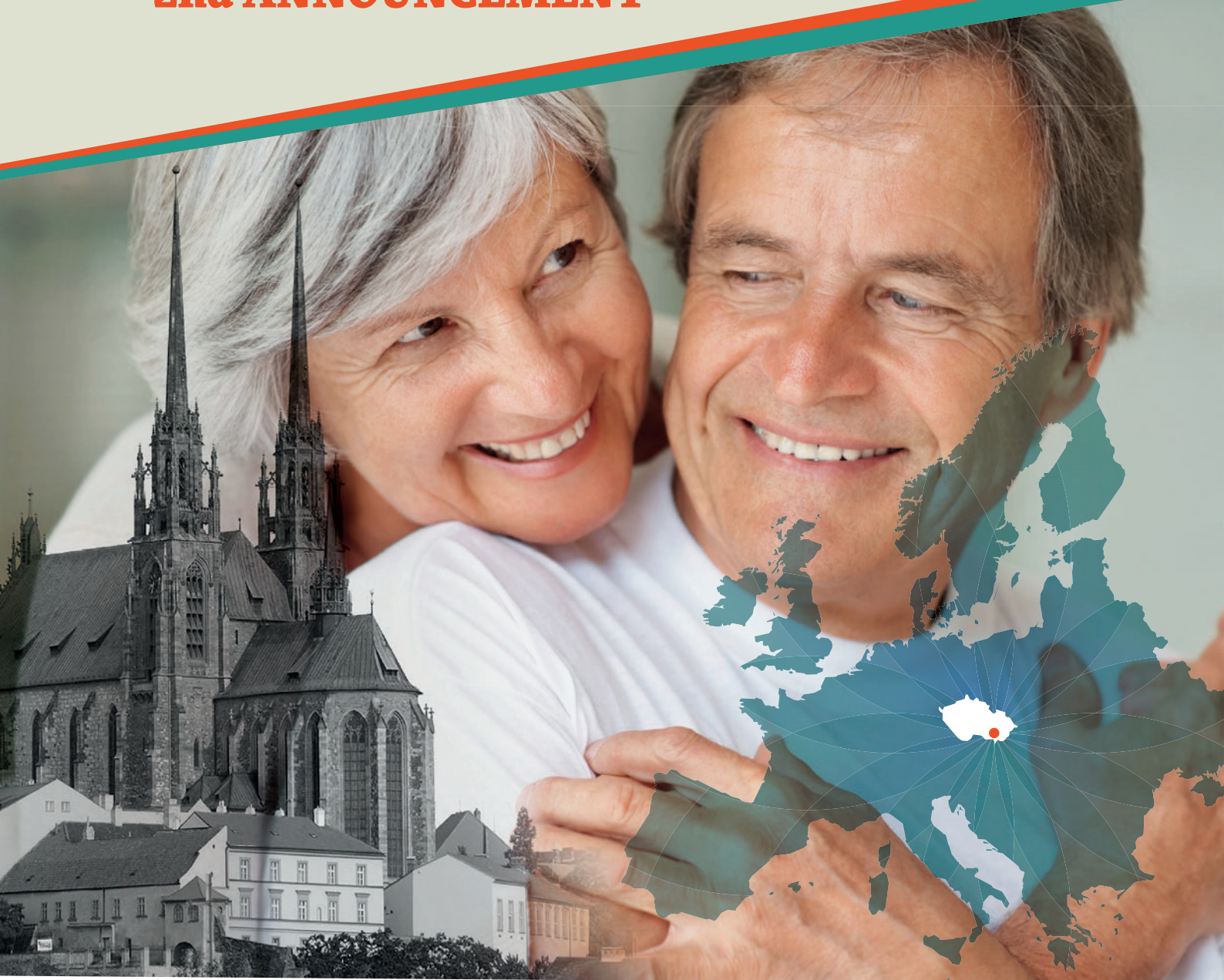
4th EUROPEAN COLORECTAL CANCER DAYS:

BRNO 2015 – PREVENTION AND SCREENING

29–30 May 2015, Brno, Czech Republic

COLORECTAL CANCER: A CHALLENGE FOR HEALTHY LIFE STYLE,
SCREENING AND PROPER CARE

2nd ANNOUNCEMENT



NETWORKING IS THE SOLUTION!



Conference venue

BEST WESTERN PREMIER Hotel International Brno
Husova 16, 659 21 Brno, Czech Republic
GPS : 49°11'41.55"N, 16°36'17.24"E



More information and registration

www.crcprevention.eu

Conference registration is free of charge.

Colorectal cancer (CRC) is the most common newly diagnosed cancer and the second most common cause of cancer deaths in Europe. More than 200,000 Europeans die every year from malignant tumours of the colon and rectum. However, many of these deaths can be avoided. It has been widely documented in clinical trials that CRC screening really keeps the potential to prevent colorectal cancer and save lives. Screening with faecal occult blood test or colonoscopy can help prevent colorectal cancer and save lives.

The fourth meeting of stakeholders, policy makers, representatives of medical societies and patient organisations is intended as a networking event which should help to share up-to-date knowledge and to discuss the application of the hitherto assembled findings in establishing effective systems for colorectal cancer screening and early detection.



PRELIMINARY CONFERENCE PROGRAMME

Friday, 29 May

9:00–12:00

UEG pre-conference workshop

Methods for improving CRC screening and evaluating its outcomes

An interactive workshop focused on the running national screening programmes and on the role of primary care and general practice in these population-based interventions. The main task of the meeting is to facilitate the discussion among CRC screening experts and organisers from different countries, an exchange of experience, as well as mutual education. The invited speakers will address the following principal topics, which will be further discussed:

- How to increase the population uptake (especially in the ‘hard-to-reach’ groups) and how to prevent non-equity in CRC screening
- Improving uptake of CRC screening from a patient perspective
- Value of the CRC screening, CRC screening in case of limited resources
- Quality control and quality assessment in CRC screening, monitoring of ongoing programmes

13:00–13:50

International press conference

- European Code Against Cancer
- CRC screening as a challenge for the whole society
- Value of cancer prevention and CRC screening
- First experience of the Czech health care system with a population-based CRC screening (started in 2014)

14:00–15:00

Opening ceremony

Greetings of leading CRC prevention and medicine stakeholders, Czech and European political representatives.

15:00–16:30

State of the art lectures

Invited lectures addressing the main topics of the conference:

- Equal access to CRC prevention for all citizens in the target cohort
- Convincing promotion of cancer prevention
- Effective control and advantage of data-based feedback
- Monetary and societal cost of screening
- Screening itself is not the end of care provided to patients

17:00–19:00

Value of CRC prevention and awareness as a European issue

Invited lectures of leading representatives of stakeholders, clinical and research institutes involved in cancer prevention and in CRC screening in various European countries.



PRELIMINARY CONFERENCE PROGRAMME

Saturday, 30 May

8:30–9:30

Value of CRC prevention and awareness as a European issue

Invited lectures of leading representatives of stakeholders, clinical and research institutes involved in cancer prevention and in CRC screening in various European countries.

10:00–11:00

CRC screening and care: the need for a new medical and communication model?

Scientific lectures presenting important aspects in the standardisation of ongoing CRC prevention programmes, as well as upcoming diagnostic innovations. Experience from real clinical practice, local control of efficacy and safety measures. Quality indicators in CRC screening. Experience from the patients' point of view.

11:00–11:15

Conference conclusions

11:00–14:00

Association of European Cancer Leagues – European Code Against Cancer workshop 2015



Background

The European Code Against Cancer (www.cancercode.eu) is an initiative of the European Commission to inform people about actions they can take for themselves or their families to reduce their risk of cancer. The current fourth edition consists of twelve recommendations that most people can follow without any special skills or advice. The more recommendations people follow, the lower their risk of cancer will be. It has been estimated that almost half of all deaths due to cancer in Europe could be avoided if everyone followed the recommendations. The Association of European Cancer Leagues has been entrusted by the European Commission to communicate and to encourage the implementation of the Code.

The Association of European Cancer Leagues proposed to organize a workshop during the European Week Against Cancer (25–31 May every year) as part of the annual colorectal cancer conference in Brno, Czech Republic. The idea is to focus on the new European Code Against Cancer, which continues to encourage screening, but also emphasizes the importance of nutrition, diet and physical activity. It may also be of interest then to the more general public if we focus on the Code, which targets the average European citizen while at the same time states that governmental support is needed.

Objectives

The objective of this workshop is to raise awareness at the national level, on the actions

- 1) individuals can take to reduce their risk of CRC and other cancers, and
- 2) by the government to support these actions.

