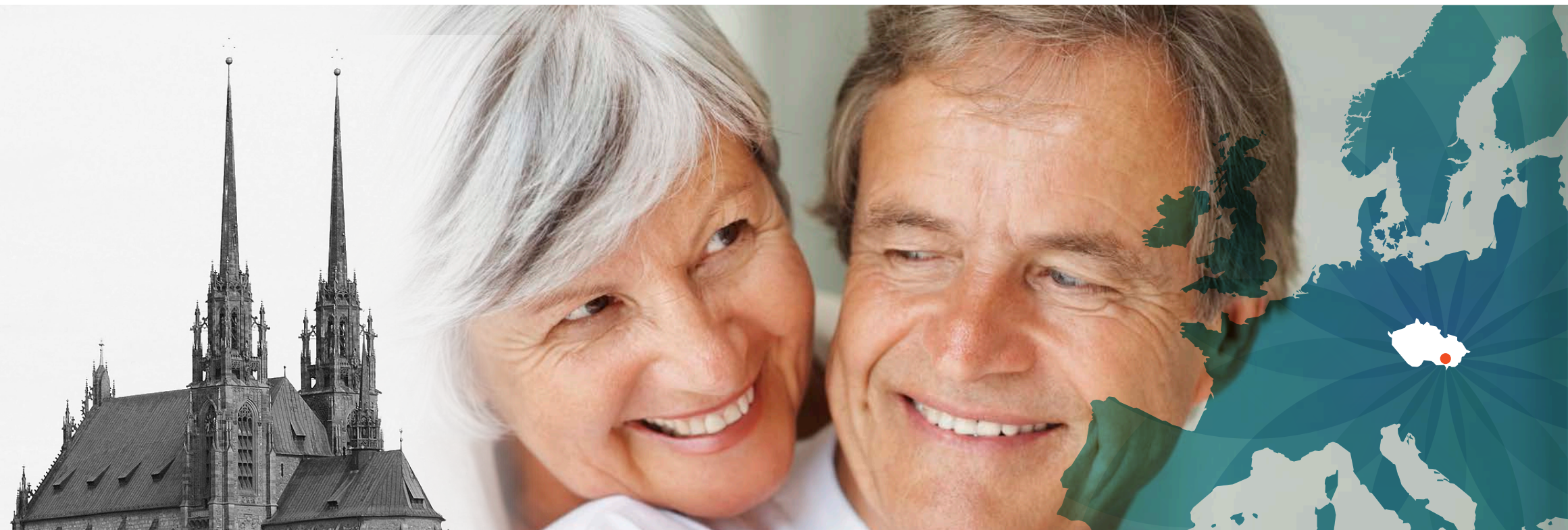


EUROPEAN COLORECTAL CANCER DAYS: BRNO 2012 – PREVENTION AND SCREENING

May 4–5, 2012, Brno, Czech Republic



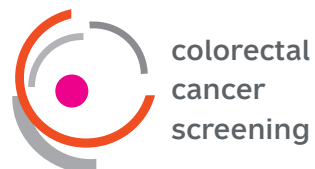
CONFERENCE IS HELD UNDER THE AUSPICES OF

Roman Onderka, Mayor of the City of Brno
Leoš Heger, Minister of Health of the Czech Republic
Pavel Poc, Member of the European Parliament

and with the kind support of
John Dalli, European Commissioner
for Health and Consumer Policy



B | R | N | O



registration

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EUROPEAN COLORECTAL CANCER DAYS BRNO 2012 - PREVENTION AND SCREENING DATA DRIVEN PREVENTION HAS THE POWER OF SAVING LIVES.

PREVENTION – SAFETY – EFFECTIVENESS

Colorectal cancer 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. Effective and safe colorectal cancer prevention and early detection are the key factors, and these measures do work. Numerous clinical and epidemiological studies continue to bring evidence of the valuable benefit of colorectal cancer screening both for individuals and for the populations and societies. Screening with faecal occult blood test or colonoscopy can help prevent colorectal cancer and save lives. However, evidence-based medicine on its own is not enough. Although very important, it covers only one of the several dimensions of a successful screening program. Strong managerial background and organization, high quality of all associated services and last but not the least, compliance by the target population are among the factors substantially contributing to the desirable lowering of the incidence and mortality of the screened cancer. Mutually potential harmony among these factors cannot be achieved without the vital support of national health care authorities, the politicians, the health care payers and other stakeholders.

Cancer data is undoubtedly the quintessential platform for any functional screening programme. Representative data collection is, therefore, an inevitable component of the screening process that involves the mapping of its performance and quality, controlling its safety and effectiveness, and offering “scientifically supported marketing” of the programme. Extensively gathered and appropriately presented data can guide politicians, optimize health care and consequently increase the programme attractiveness for the general public.

This meeting 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. Regardless of the recent advances in many European countries, there are still many rather persistent questions and problems that need to be addressed, such as:

- Are we able to implement new modalities in CRC screening without negatively impacting compliance by the target population?
- Are all the other aspects of CRC screening taken in account in developing new strategies: safety, feasibility, cost-effectiveness?
- What is more important in enhancing screening performance and coverage, medical or managerial factors?
- When looking at the heterogeneity of CRC screening in European countries, what is the golden standard of the population-based program? – does the gold standard exist in the first place?
- Can we extrapolate data and experience between countries with different health care management?
- What is the optimum panel for performance and quality indicators in CRC screening?
- Are there verified and positive examples of effective communication with the general public?
- Who is the most powerful “image-maker” of CRC screening? Is it the politicians, the health care payers, the patient organizations, physicians, celebrities, etc.?

We hope that such a meeting of the stakeholders supported by representatives of medical societies and patients' organizations can offer a functional platform and a stimulating atmosphere for fruitful exchanges on all of these problems and many other related issues.

PARTNERS



Association of European Cancer Leagues, coordinators of the cancer prevention and health promotion work package in the European Partnership for Action Against Cancer



in partnership with



Masaryk University,
Institute of Biostatistics
and Analyses



United European
Gastroenterology
Federation



Czech Society of
Gastrointestinal
Oncology



Czech Society of
Gastroenterology



Society of General Practice



Czech Society for Oncology

International Agency for Research on Cancer



International Agency for Research on Cancer



United Europe against Colon Cancer



Coordination Centre for Health
Sector Information Systems



Czech ILCO



League Against Cancer Prague



OnkoMaják

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CONFERENCE WEBSITE

<http://www.crcprevention.eu>

PRELIMINARY PROGRAMME

Friday | May 4, 2012

12.30–14.00 Registration, light lunch, exposition of THE INFLATABLE COLON
14.00–15.00 Opening Ceremony
15.00–16.00 Colorectal Cancer Prevention and Screening State of the Art Lectures I.
Chair: P. Poc
16.30–18.05 Colorectal Cancer Prevention and Screening State of the Art Lectures II.
Chair: M. Primic Žakelj
18.05–18.30 Conclusions – day 1
19.00–21.00 Networking reception

Saturday | May 5, 2012

8.30–9.45 Session of United European Gastroenterology Federation
Impact of colorectal cancer prevention and screening:
European perspective
Chair: R. Stockbrügger
10.00–11.15 Session of Czech Society for Gastrointestinal Oncology
Data driven optimization of colorectal cancer screening:
Czech experience
Chair: M. Zavoral
11.30–13.00 Session of League Against Cancer, Prague & ECL
Colorectal cancer prevention and screening viewed by
patients and health care payers
Chairs: M. Fridrichová, I. Kurcová
13.00–13.15 Summary & Conclusions
14.00–15.30 Post-conference workshop: GPs support colorectal cancer screening

REGISTRATION

Please register on-line at <http://www.crcprevention.eu/>

CONFERENCE VENUE

The conference will be held in:
BEST WESTERN PREMIER Hotel International Brno
Address: Husova 16, 659 21 Brno, Czech Republic
<http://www.hotelinternational.cz/>

ACCOMMODATION

Discounted hotel rates have been agreed with Hotel International, which is the conference venue. You can book the hotel during registration of your participation in the conference.

If you are not interested in accommodation in the Hotel International, you can choose from a number of hotels and pensions available nearby.