



**North Campus Research Complex**  
2800 Plymouth Rd, Ann Arbor, MI



# CECCR Grantee Meeting

August 19-21, 2013

Centers of  
Excellence in  
Cancer  
Communication  
Research







## Agenda, Day One

Monday, August 19

**Building 10, First Floor – Research Auditorium** \*Unless noted\*

9:00 – 9:30	Registration
9:30 – 10:00	<b>Welcome Remarks</b> Victor J. Strecher, PhD, MPH, University of Michigan Bradford W. Hesse, PhD, National Cancer Institute
10:00-11:15	<b>The University of Michigan CECCR Research Presentation &amp; Discussion</b>
11:15-12:30	<b>Washington University in St. Louis CECCR Research Presentation &amp; Discussion</b>
12:30-1:30	LUNCH & Poster Set-up
1:30-2:45	<b>The University of Pennsylvania CECCR Research Presentation &amp; Discussion</b>
2:45-4:00	<b>The HMO Cancer Research Network CECCR Research Presentation &amp; Discussion</b>
4:00-4:15	BREAK & Poster Set-up
4:15-5:30	<b>The University of Wisconsin, Madison CECCR Research Presentation &amp; Discussion</b>
5:30-7:00	Poster Reception <b>*Building 18 Ground Floor - Dining Hall - G201*</b>
7:00	Dinner (on your own)

## Agenda, Day Two

Tuesday, August 20

**Building 10, First Floor – Research Auditorium** \*Unless noted\*

7:30-8:00	Registration
8:00-8:30	<b>Transcendent Lessons from the University of Pennsylvania CECCR</b> Robert C. Hornik, PhD
8:30-9:00	<b>Moderated Discussion</b> K. Viswanath, PhD, Harvard



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### Agenda, Day Two (CONTINUED)

9:00-9:30	<b>Transcendent Lessons from the University of Wisconsin, Madison CECCR</b> David H. Gustafson, PhD
9:30-10:00	<b>Moderated Discussion</b> Thomas J. Kean, MPH, C-Change
10:00-10:15	BREAK
10:15-10:45	<b>Transcendent Lessons from the HMO Cancer Research Network CECCR</b> James W. Dearing, PhD
10:45-11:15	<b>Moderated Discussion</b> Michael Golinkoff, PhD, MBA, PerformCare
11:15-11:45	<b>Transcendent Lessons from the Washington University in St. Louis CECCR</b> Matthew W. Kreuter, PhD, MPH
11:45-12:15	<b>Moderated Discussion</b> Neal S. Sofian, MSPH, Premara Blue Cross
12:15-1:15	LUNCH
1:15-1:45	<b>Transcendent Lessons from University of Michigan CECCR</b> Victor J. Strecher, PhD, MPH
1:45-2:15	<b>Moderated Discussion</b> Robert T. Croyle, PhD, National Cancer Institute
2:15-3:15	<b>Poster Awards &amp; Input to President's Cancer Panel</b> Barbara K. Rimer, DrPH, MPH, The University of North Carolina at Chapel Hill
3:15-3:30	BREAK
3:30-5:30	UMICH Open House with Concurrent Mentor Sessions <b>*Building 16 Ground Floor - CHCR Offices*</b>
5:30	Dinner (on your own)



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### Agenda, Day Three

Wednesday, August 21

**Building 10, First Floor – Research Auditorium**

7:30-8:00	Registration
8:00-10:00	<b>Consultant Feedback and Framing of CECCR Impact</b> Robert T. Croyle, PhD, National Cancer Institute Michael Golinkoff, PhD, MBA, PerformCare Thomas J. Kean, MPH, C-Change Neal S. Sofian, MSPH, Premara Blue Cross K. Viswanath, PhD, Harvard
10:00-10:15	BREAK
10:15-11:15	<b>Future Directions</b> Thomas Goetz, RWJF Entrepreneur-in-Residence; former Executive Editor of WIRED Magazine
11:15-12:15	<b>Legacy Planning</b> <ul style="list-style-type: none"> <li>Book Prospectus</li> <li>Spring NIH Presentation</li> </ul>
12:15-12:45	<b>Closing Remarks</b> Victor J. Strecher, PhD, MPH, University of Michigan Bradford W. Hesse, PhD, National Cancer Institute
12:45	Meeting Adjourns LUNCH