

Division of Cancer Prevention and Population Sciences Grand Rounds

Friday, September 16, 2011

8:00 a.m. – 9:00 a.m.

Location: Cancer Prevention Building (CPB) 8 Rooms 3 & 4



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“What IS Breast Cancer "Awareness" Anyway?”

Pink ribbon campaigns raise billions of dollars in the name of breast cancer. A small portion of funds support research efforts, but most monies are spent on public relations, events management, advertising, and the production of informational materials. Amid the flurry of pink products and festivities the public is flooded with media coverage and targeted health messages about "risk" and "prevention." Are common awareness messages based in evidence? What, exactly, are people are being made aware of? What is the impact of such messages on the breast cancer epidemic? In an era when people get *more* of their health information from mass media than from health practitioners, the content and context of these messages is vitally important.

After attending this activity, the target audience of physicians, postdocs, research faculty, allied health professionals, nurses, anthropologists and students should be able to:

- **Describe and identify research strategies to study critical issues in cancer prevention (Knowledge, Competence, Performance);**
- **Describe research findings in cancer prevention (Knowledge, Competence);**
- **Articulate major variables for consideration in cancer prevention research (Knowledge, Competence, Performance);**
- **Demonstrate knowledge of interventions for cancer prevention (Knowledge, Competence)**

The University of Texas MD Anderson Cancer Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Texas MD Anderson Cancer Center designates this live activity for a maximum of 1.00 *AMA PRA Category 1 Credit™*. Physicians should claim only credit commensurate with the extent of their participation in the activity.

It is the policy of The University of Texas MD Anderson Cancer Center that the planning committee members and all faculty/presenters must disclose any relevant financial relationships with commercial interests whose products may be discussed in the activities, if any. MD Anderson also requires that faculty disclose any unlabeled use or investigational use (not yet approved for any purpose) of pharmaceutical and medical device products. Specific disclosure will be made to the participants prior to the educational activity.

Grand Round Presentations are located at:

<http://www.mdanderson.org/education-and-research/departments-programs-and-labs/departments-and-divisions/division-of-cancer-prevention-and-population-sciences/grand-rounds/index.html>