Cancer Education: Be Inspired, Encouraged, and Empowered!

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Published online: 21 June 2018

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The 2018 International Cancer Education Conference (ICEC) will occur on October 3–5, 2018 in Atlanta, Georgia, co-organized by the American Association for Cancer Education (AACE), the Cancer Patient Education Network (CPEN), and the European Association for Cancer Education (EACE). This year's theme is Cancer Education: Bridging the Gap Through Health Equity, Innovation, and Advocacy in Global Communities. Having this conference in Atlanta is of particular significance, given the rich histories of this city and the participating organizations. I believe that Dr. Martin Luther King Jr., 50 years now departed, is smiling down in anticipation of this event.

Atlanta played a pivotal role in the civil rights movement. The strategies and tactics used by African American leaders in Atlanta to galvanize black voting power, gain access to public facilities and institutions, and increase economic opportunities for African Americans offer a valuable perspective on the uniqueness of Atlanta's Civil Rights experience during the period 1940 to 1970. The core of this uniqueness resides in the fundamental role that churches, social organizations, businesses, and other institutions of Auburn Avenue, and the colleges and universities of the Atlanta University Center, played in developing leadership. While leaders traditionally have emerged from institutions in their communities, the confluence of the businesses and institutions of "Sweet Auburn" with the Historically Black Colleges and Universities of the city created an infrastructure for activism that was unparalleled.

Across this time period, one of the goals of the civil rights movement in Atlanta did not change: There was a consistent and clarion call to educate. This call is consistent within the

sponsoring organizations of the ICEC. Their collective purpose is to improve cancer outcomes through development, application, and evaluation of evidence-based programs focused on communities and special communities, healthcare professionals, patients, and their caregivers.

Just like the civil rights movement in Atlanta, the common concept of the ICEC is education. This year's conference will include pre-conference workshops, which will provide opportunities to learn about and practice new skills. A National Cancer Institute (NCI) workshop focused on the National Institutes of Health (NIH) Research Education Program (R25) will be highlighted. The R25 mechanism supports research education activities that enhance the diversity of the biomedical, behavioral, and clinical research workforces. The conference will begin with an opening plenary and keynote presentation by Otis Brawley, MD, Chief Medical and Scientific Officer of the American Cancer Society. He will provide his unique perspective in his presentation titled "Cancer Control in the 21st Century." This will be followed by a plenary presentation by Mandi Pratt-Chapman, MA, Associate Center Director, Patient-Centered Initiatives and Health Equity, George Washington Cancer Center. She will present "Caring for Diverse Populations: What You Should Know about Your LGBTQI Patients." Additional plenary sessions will be led by Rebecca Wong, MD, Vice Chair for Education, Department of Radiation Oncology, University of Toronto and Chanita Hughes-Halbert, PhD, Associate Dean for Assessment and Evaluation, AT&T Distinguished Endowed Chair in Cancer Equity in Hollings Cancer Center and the SmartState Center of Economic Excellence Endowed Chair in Cancer Disparities at Medical University of South Carolina. The Samuel Harvey Memorial Lecture, established in 1951, will be given by John Daly, MD, FACS. He is the Harry C. Donahoo Professor, Surgery, Lewis Katz School of Medicine, Temple University Fox Chase Cancer Center. Dr. Daly will give his viewpoint on "Cancer Education: A View from Both Sides of the Table."

The presentations from these national and international leaders will be supplemented by illuminating oral and abstract

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presentations from leading specialists in cancer education, survivorship, and palliative care focused on advocacy, scientific investigation, program and curriculum development, skill training, surveillance, and evaluation. The global representation of the ICEC continues to grow and reflects the myriad opportunities both in the USA and on the international stage. Roundtable discussions, mentoring, and networking opportunities also provide prospects for reinforcing and/or developing new relationships and collaborations.

Participants of the International Cancer Education Conference are leaders in improving cancer outcomes through development, implementation, and evaluation of evidence-based programs. The multiple scenarios created for learning, networking, and cooperative efforts through the ICEC are designed to inspire and initiate interprofessional dialog and conversations that facilitate creation of innovative approaches to cancer education for patients, medical and healthcare professionals, special populations, caregivers, educators, and community members.

These phenomenal experiences will be punctuated with special events, including performances by artists such as the Shades of Pink Breast Cancer Survivor Choir, Sensua

Players (traditional West African drumming), a bluegrass band, and a steel-pan artist. The richness of this conference experience will be further enhanced by a special dinner event with speakers highlighting aspects of civil rights at the National Center for Civil and Human Rights. The Center for Civil and Human Rights, in downtown Atlanta, is considered an engaging cultural attraction that connects the American Civil rights movement to today's global human rights movements. The conference will conclude with the closing ceremony and awards. This part of the event features the "Best of the Best! Oral and Poster Award Winners." It highlights the exceptional achievements of the conference participants.

On the cusp of the 2018 International Cancer Education Conference, prepare to be inspired, encouraged, and empowered. Anticipate and formulate the possibilities for new collaborations. Plan to use your critical skills, ask questions, evaluate evidence, and engage in interesting and difficult conversations. Embrace these concepts all with the goals of actively participating in the International Cancer Education Conference and returning to your own respective communities with new tools and ideas for education.