

**EUROGIN 2007 – Monaco**  
**October 4th, 2007**  
**First Patient Education Conference**  
**- Sharing Experience and Action -**

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**Prevention of Cervical Cancer**  
**A Patient Perspective**

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**INTRODUCTION**

SESSION 1 – 8h30 – 10h45

**1.1. The Current Situation (45 min.)**

**Chair:** T. Cox (USA) – C. Weil-Olivier (France)

Testimony: Christine Baze (USA)

Lecture: G. Zimet (USA)

Surveys: Consumer Knowledge of HPV / Cervical Cancer

Including:

- Awareness of HPV
- Knowledge about screening options
- Vaccine acceptability (role of mothers for girls)
- Main sources of information
- First experience from implementation of HPV vaccination

3 presenters:       - J. Wardle (UK)  
                          - R. Haupt (USA)  
                          - P. Rasmussen (USA)

**1.2. HPV Vaccines & Testing: Communicating Sophisticated Science in Simple Messages (45 min.)**

**Chair:** C. Wheeler (USA) – M. Pitts (UK)

- Lecture: J. Wardle (UK)
- Round table:  
    J. Smith (USA) – J. Waller (UK)  
    S. Garland (Australia) – S. Fehl (Germany)  
    – M. Steben (Canada)
- Health literacy

- Psychological/behavioral barriers
- Cultural differences

**1.3. The Role of Health Care Professionals (45 min.)**

**Chair:** H. Sancho-Garnier (France)

- Lecture: H. Sancho-Garnier (France)
- Physicians / Biologists / Nurses / Pharmacists
- Medical Societies
- How to Educate the Educators
- Round table:
  - ACS (American Cancer Society): D. Saslow (USA)
  - UICC (Int. Union against Cancer): H. Sancho-Garnier (France)
  - EFC (European Federation of Colposcopy): J. Jordan (UK)
  - ASCCP (American Society of Colposcopy and Cervical Pathology): T. Cox (USA)
  - EUROGIN (EUropean Research Organization on Genital Infection and Neoplasia): A. Singer (UK)

SESSION 2 – 11h20 – 12h50

**2.1. Role of Governmental and Public Health Authorities (45 min.)**

**Chair:** L. Von Karsa (IARC France) – J. Schiller (USA)

- Lecture: L. Von Karsa (IARC - France)
- Round table:
  - WHO (World Health Organization): K. Irwin (Switzerland)
  - IARC: C. Sauvaget (France)
  - CDC (Center for Disease Control): H. Lawson (USA)
  - NCI (National Cancer Institute): J. Schiller (USA)
  - INSP (Institut National de Santé Publique du Québec): B. Duval (Canada)
  - INCa (Institut National du Cancer – France): E. Bara (France)

**2.2. Role of Non-Governmental Organizations (45 min.)**

**Chair:** S. Crosby (USA) – P. Morton (UK)

- Testimony: A. Nightingale (UK)
- Lecture: S. Crosby
  
- Round table with the following participants:
  - Jo's Trust: P. Morton (UK)
  - ECCA – European Cervical Cancer Association:  
P. Davies (France)
  - ECL – Association of European Cancer Leagues:  
G. Agnarsdottir (Iceland)
  - EIWH - European Institute of Women's Health:  
P. Maguire (Ireland)
  - Balm in Gilead: P. Seele (USA)
  - 1000 femmes pour 1000 vies – The French experience:  
MJ Deshaies (France)
  - Global Women: Irene Natividad (USA)

SESSION 3 – 14h00 – 15h30

**3.1. Role of Media**

**(including digital and internet communication)**

**Chair:** P. Maguire (Ireland)

Lecture: V. Parry (UK)

Discussion

**3.2. Role of Pharmaceutical Companies and Industries (45 min.)**

**Chair:** P. Van Damme (Belgium)

Lecture: P. Van Damme (Belgium)

Round table

L. Alexander (USA)

H. Bogaerts (Belgium)

L. Hessel (France)

SESSION 4 – 16h00 – 17h00

**4.1. Conclusions from the Round Table Discussions:**

**Chair:** H. Lawson (USA) - A. Singer (UK)

- **Lessons Learned: Identifying the most effective communication tools**

Summary presentation

Round table:

T. Cox (US) - C. Weil-Olivier (France) - C. Wheeler (US) –  
M. Pitts (UK) – H. Sancho-Garnier (France) – N. Berman  
(US) - L. Brabin (UK) - S. Crosby (USA) – P. Morton (UK) -  
H. Lawson (USA) - J. Smith (US) – MJ. Deshaies (France)

**4.2. Closing:**

**Chair:** J. Wardle (UK) - MJ. Deshaies (FR)

- **Commitment to follow-up surveys on women's knowledge of HPV prior to each EUROGIN meeting**
- **Launch of the HPV education/advocacy collaboration**
  - Objectives
  - Action steps
  - Building a European Educational Network