The International Union Against Cancer (UICC) World Cancer Congress 2006 and the 13th World Conference on Tobacco OR Health will combine efforts July 12 for a two-hour joint plenary session that will take a substantive, crucial look at the fights against tobacco use and cancer.

The combined plenary session will use television production qualities to feature a host of physicians, scientists, and political leaders from around the world presenting tools to help curb the tobacco pandemic.

Cable News Network (CNN) Senior Medical Correspondent Sanjay Gupta, MD, will be the host of the plenary from 11:30 a.m. to 1:30 p.m. July 12. During the plenary, CNN's Larry King will also interview world leaders about tobacco concerns in their countries, and researchers and physicians will present some of the latest scientific findings in the field.

“There will be a lot of videos and interviews, examples of smoking atrocities and advertising to use,” said Mike Heron, project director for the World Cancer Congress. “There will be new scientific information presented by Nora Volkow, MD, who will demonstrate something that will be seen for the first time by most of the people. She is going to illustrate the effects of tobacco and nicotine on the brain. It is going to be quite dramatic.”

Volkow is director of the National Institute on Drug Abuse, and she will appear in a segment with Ellen Gritz, PhD, of the MD Anderson Cancer Center’s Department of Behavioral Science, who will present new data on the benefits of quitting smoking when being treated for cancer.

Also during the plenary, Mike Fiore, MD, MPH, University of Wisconsin Medical School, will review the latest clinical guidelines for doctors treating patients who smoke.

The session will begin with a review of the history of tobacco use, including a look at old television commercials that promoted smoking as beneficial to health and other attempts at tobacco marketing.

John R. Seffrin, PhD, president of the International Union Against Cancer (UICC) Washington Welcomes Global Conferences Combined Plenary to Offer Latest Updates in Tobacco Fight

O
n April 4, 2006, Washington’s comprehensive smoke-free workplaces law became effective after a contentious three-year fight. The law will make all indoor workplaces, including bars and restaurants, smoke-free by Jan. 1, 2007.

Washington becoming smoke-free is not only important to the city’s workers and residents who will be protected from the health hazards of secondhand smoke, but also to the entire world community. The world will be watching the nation’s capital as it hosts two global conferences on cancer and tobacco control: The International Union Against Cancer World Cancer Congress, July 8-12, and the World Conference on Tobacco OR Health, July 12-15.

These two preeminent world conferences will converge for the first time, uniting the world’s cancer and tobacco control communities in a global campaign against tobacco-related disease. On July 12, the American Cancer Society will host a Combined Plenary Session of both meetings that will bring together the two conferences and their combined participants, including oncologists, public health leaders, tobacco control advocates, cancer

The American Cancer Society expresses its deepest sympathies to the family and colleagues of the late Director General of the World Health Organization, Dr. LEE Jong-wook.

Dr. Lee was a staunch supporter of tobacco control and cancer control, and our two conferences will dearly miss his active participation.

The preview edition is published with an unrestricted grant from GlaxoSmithKline and Pfizer, Inc.
The co-chairs of the World Cancer Congress program, Harmon Eyre (left), and Gerald Maburn (right), meet with Isabel Mortara, executive director of the UICC.

**UICC Program Chairs Share Perspectives on Program**

**Track Format Designed to Allow Attendees to Focus on Their Key Areas of Interest**

Cancer and tobacco experts from around the world will gather for unique back-to-back conferences in Washington, D.C. July 8-15 to discuss advances and obstacles in the treatment of cancer and the reduction of tobacco-related diseases.

The International Union Against Cancer (UICC) World Cancer Congress 2006 will begin the week-long activities with a program that seeks to transform cancer research and organizational development into practical applications for use around the globe. The Congress starts July 8 and concludes with a combined plenary with the 13th World Conference on Tobacco OR Health (WCTOH) on July 12.

The WCTOH will continue through July 15 with four days of sessions supporting the conference theme: "Building Capacity for a Tobacco-Free World.”

The World Cancer Congress marks the first time that multiple segments of the cancer control community from around the world will gather for a single event. It will include participants from the UICC World Cancer Congress, which focuses on medical research, with representatives of cancer and the reduction of tobacco-related diseases.

**Cancer Burden, Public Policy, and Community are Special Topics at World Cancer Congress**

The International Union Against Cancer (UICC) World Cancer Congress will bring together a vast array of top international experts and leaders this summer to take a close look at the world cancer burden and public policy and to unite the global community in the fight against cancer.

Congress officials hope the event will spur global action against cancer.

“One of our major objectives is using the general sessions to create a shared understanding of the global cancer burden and a commitment to move forward with an action plan for working together to reduce the impact of cancer worldwide,” said program co-chair Gerald Maburn.

Among the meeting highlights are special sessions attendees won’t want to miss that focus on three key areas.

The Global Cancer Challenge

The 19th UICC World Cancer Congress will receive a presidential welcome during the opening session, from 6:00 to 7:30 p.m., July 8. UICC President, American Cancer Society CEO, and Congress Chair John Seffrin, PhD, will lead off the session. The opening session will also include remarks from former US President George H.W. Bush.

The session, titled “Bridging the Gap: The Global Cancer Challenge,” will explore the global impact of the looming cancer epidemic and look at ways global cancer control professionals can work together to meet the UICC’s new goal to eliminate cancer as a threat to future generations.

Bush, a leader and founding member of C-Change, will describe how the public, private, and nonprofit sectors in the United States have collaborated to address the barriers – and seize the most promising opportunities – that face the cancer community.

UICC President-elect Franco Cavalli, MD, and program co-chair Harmon Eyre, MD, will address Cancer Congress Objectives and Draft Resolutions. Cavalli is the director of the Oncology Institute of Southern Switzerland, and Eyre is chief medical officer and executive vice president for research and cancer control for the American Cancer Society.

Public Policy

At a July 11 plenary, a panel of global experts and leaders will discuss the power of public policy and the capacity of people working in cancer control to achieve necessary change, illustrating the dramatic potential of public policy actions across different cultures.

The “Power of Public Policy” plenary, moderated by Mike Daube, Curtin University of Technology, Perth, Australia, will feature a number of international panel members, including Uruguayan President Tabare Vázquez, MD, who will address government challenges in creating public policy for cancer control.

Steven Schroeder, University of Washington, MD, will describe how the U.S. experience can be applied elsewhere. Invited speakers include former US President George H.W. Bush.

The “Power of Public Policy” plenary will be the latest in a series of presentations that focus on three key areas.

• “Cancer Research, Detection, and Treatment” will help physicians and health care providers learn more about cancer diagnosis and treatment.

• “Tobacco and Cancer” features policy and program strategies to reduce smoking and build community and national tobacco control coalitions.

• “Cancer Supportive Care” focuses on the advances, challenges, and barriers in providing care to cancer patients around the world.

• “Building Capacity in Cancer Organizations” taps the work of the UICC World Conference for Cancer Organizations to help leaders improve their work in governing, organizing, managing, and funding cancer non-governmental organizations (NGOs).

• “Tobacco and Cancer” features policy and program strategies to reduce smoking and build community and national tobacco control coalitions.

One of the hottest topics at the Congress is expected to be the latest information on the development of targeted interventions based on selected molecular targets in cancer prevention.

**The co-chairs of the World Cancer Congress program, Harmon Eyre (left), and Gerald Maburn (right), meet with Isabel Mortara, executive director of the UICC.**

See CANCER, page 6
WCTOH Aims to Offer Global View on Tobacco Use
Program Chairs Have Goal of Building on Successes from the Past

With the theme “Building Capacity for a Tobacco-Free World,” the WCTOH will offer a global view on how to best use science, advocacy, and policy development to advance its cause. The conference will start with a combined plenary session with the World Cancer Congress July 12 and will offer a global view on how to best use science, advocacy, and policy development to advance its cause.

“This tobacco use epidemic is not merely a medical issue or a public health issue or even just an economic issue,” said Dr. Yussuf Saloojee, co-chair of the conference program. “This epidemic has to be correctly characterized as an issue of fundamental social justice at the individual, community, national, and international levels. To do any less would let the tobacco industry and the governments that support it off the hook for the predatory marketing of the very products that cause these latter-day plagues. Vigorous advocacy based on sound science must be our mantra.”

Dr. Saloojee is executive director of the National Council Against Smoking, South Africa, and his co-chair, Dr. Dileep G. Bal, is district health officer at the Kauai Health Office, Kauai, Hawaii.

The conference program will feature a general session each day, as well as smaller sessions divided into five tracks — People, Product, Producer, Policy, and Practice. Because the two program chairs are from different continents, the program they helped shape has proven to be global in perspective.

“Teaming us together in this important endeavor allows us the opportunity to draw from our extensive experiences in strong tobacco control policy developments,” Dr. Bal said of working with Dr. Saloojee. “At the same time, we also both understand that good tobacco control policy cannot exist without good data and strong community support and organizing. It is our intention that these components will be front and center in the conference program.”

Hearing the views from around the globe is important, Dr. Bal said, if tobacco use is to be curtailed.

“In the United States, we hold no monopoly on the right way or the only way to conduct tobacco control,” he said. “We can, and must, learn as a movement from the stellar efforts of many countries that have far outpaced the US in tobacco control policy. We feel that we have as much, if not more, to learn from the world, than we have to teach the world about tobacco control.”

Organizers have established seven goals for the Conference:
- Review the status and impact of new tobacco control efforts.
- Facilitate the sharing of successful tobacco control efforts, best practices, and effective intervention techniques from around the world.
- Strengthen and expand global leadership and increase the number of organizations and individuals engaged in the fight against tobacco.
- Promote ideas and strategies to create societal, political, and economic change that will help reduce tobacco use and exposure throughout the world.
- Promote the importance and strengthen the understanding of tobacco policy changes and share strategies to promote such change.
- “We want attendees to leave Washington with skills that will help prepare them for success in implementing the WHO FCTC and their other tobacco control efforts,” said Dr. Saloojee. “We want attendees to be invigorated to continue with their critical work.”

Tobacco Plenary Sessions to Have Political Focus
Discussion of Framework Convention, Future of Tobacco Industry Among the Hot Topics

The plenary sessions at the World Conference on Tobacco OR Health (WCTOH) will feature discussions of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) and the future of the tobacco industry, and a presentation from the president of Uruguay.

Wednesday
Following Wednesday’s Combined Plenary Session, the WCTOH will get underway with four speakers during its Opening Session, “Achieving Global Economic Justice and a Tobacco-Free World,” at 2:00 p.m.

The first speaker will be John Seffrin, PhD, American Cancer Society CEO, whose address will be “Reducing the Global Cancer Burden.” The next speaker will be Mary Assunta, University of Sydney (Australia) School of Public Health, whose address is “Building Capacity for a Tobacco-free World: Civil Society Response.” The keynote speaker will be Amartya Sen, PhD, professor at the Department of Economics, Lamont University, Cambridge, Massachusetts, whose address will be “The World of Smoking Guns.”

Thursday
At 8:30 a.m. Thursday, Patricia A. Lambert from South Africa’s National Ministry of Health and Mount Holyoke College in Boston will present her address, “WHO Framework Convention on Tobacco Control” at the General Plenary Session, which has the same title.

The WHO FCTC is described as “the cornerstone of an international strategy for dealing with the global epidemic of tobacco-related disease and death.” The objective of the convention itself is “to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke.”

Following Lambert’s presentation, Yumiko Mochizuki-Kobayashi, MD, PhD, director of the WHO Tobacco Free Initiative (TFI), will present “WHO FCTC: WHO’s Vision for the Future.”

Established to focus international attention, resources, and action on the global tobacco pandemic, with the mission to reduce the global burden of disease and death caused by tobacco, TFI provides a scientific basis for policy development, exercises strong policy leadership, encourages mobilization at all levels of society, and promotes the WHO FCTC.

Dr. Mochizuki-Kobayashi will explain TFI’s vision of global tobacco control for the future, utilizing the provisions of the WHO FCTC as a road map. The treaty is
California – San Francisco, will take a look at public policy achievements in tobacco control.

Another speaker, Shoba John Mahalaskshmi, Bombay, India, will consider sociopolitical factors that play a key role in deciding policy actions. In addition, David Byrne of Ireland will present his views about how to make public policy work.

The Global Cancer Community

Mobilizing the international movement to scale up cancer control activities worldwide will be the focus of a July 12 plenary on “Uniting the Global Cancer Community.”

Julie Gerberding, director of the US Centers for Disease Control and Prevention, will highlight national and state planning efforts.

David Khayat, Cancer Institute of France, will present the “Report on WCC Leadership Summit; Priority Declarations of Cancer Congress.”

Dr. Seffrin will present “The Power of Prevention.”

UICC President-elect Franco Cavalli will discuss the UICC Commitment to the Implementation of Top Priority Declarations.

This year, the signature fundraising event for the American Cancer Society, Relay For Life, celebrates its 21-year anniversary. In that time, 23 countries outside of the United States have also picked up the fundraiser.

Attendees at the UICC World Cancer Congress 2006 have the opportunity to experience this special event in a three-hour cross-cultural demonstration filled with activities, tributes, and entertainment.

This unique International Relay For Life will take place from 5:30 to 8:30 p.m. Monday, July 10, and will showcase the countries, cultures, and people who organize this fundraising and awareness event. It will also serve as a tribute to survivors with a survivor and caregiver recognition ceremony, and will honor the many volunteers who make Relay possible.

All attendees are encouraged to attend to experience Relay For Life, and to celebrate the people and local communities who organize Relay across the globe. Refreshments, food, entertainment, and on-site activities will be provided. Relay for Life got its start in 1985, when Gordy Klatt, MD, a Tacoma, Wash., colorectal surgeon, decided to raise money for the fight by doing something he enjoyed – running marathons. In May 1985, he spent a grueling 24 hours circling the track at Baker Stadium at the University of Puget Sound in Tacoma for more than 83 miles.
Luther L. Terry Awards to be presented at WCTOH

Five individuals will receive Luther L. Terry Awards for Exemplary Leadership in Tobacco Control on July 14 during the 13th World Conference on Tobacco OR Health.

The awards recognize those individuals in tobacco control who make continued progress in the fight against tobacco, as well as honor outstanding leadership and accomplishments. Awards will be presented in five categories. The winners are:

- Sweden’s Margaretha Haglund and Poland’s Witold Zatonski, MD, Sc.D., will receive the Distinguished Career Award.
- The United States’ Campaign for Tobacco-Free Kids and Switzerland’s Framework Convention Alliance will be awarded the Outstanding Organization category.
- Sir Richard Peto, MSc, MA, of the United Kingdom will receive the award for Outstanding Research Contribution.
- The Ministry of Health and Family Welfare, Government of India, and the Department of Health and Children, Republic of Ireland, will be given the Exemplary Leadership Award.
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The awards are named for Luther L. Terry, whose groundbreaking work and commitment to tobacco control efforts do not have a fixed “end” in mind for tobacco use and the tobacco industry.

Activities have been designed to help promote international cooperation and strengthen the infrastructure and capacity at country level for tobacco control for effective implementation of the WHO FCTC.

Listen to Thomas McGarity, JD from the University of Texas, United States; Ron Borland, PhD, from the Cancer Council Victoria in Australia; and Prabhat Jha, MD, DPhil, from the University of Toronto, Canada, as they discuss how other harmful industries are regulated, the larger trends that shape the tobacco control environment, and possible scenarios for eliminating tobacco manufacturing and use.

Saturday

The Closing Session will feature a segment called “Tobacco Industry Academy Awards” a parody awards program that acknowledges the most outrageous tobacco industry practices worldwide. The program will feature the efforts of many youth tobacco control advocates from across the globe — their work in documenting the tobacco industry practices and also in presenting the awards. David Simpson, with the International Agency on Tobacco and Health, United Kingdom, will serve as the master of ceremonies.

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Continued from page 3

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The final presentation of the morning will come from Tabare Vazquez, president of Uruguay. His country has ratified the WHO FCTC and become the first country in South America to go smoke-free.

Friday

From 8:30 to 10:00 a.m. the WCTOH will present “Evolution of the Tobacco Industry: Will the Game Ever Be Over.” Many social movements have an end scenario in mind (e.g., eliminating the use of land mines). However, global tobacco control efforts do not have a focused “end” in mind for tobacco use and the tobacco industry.

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Also featured during the Closing Session will be a discussion on the status of Conference Declarations from the Helsinki Conference in 2003, a computergenerated master document, and Conference Declaratory Statements from many youth tobacco control advocates from across the globe — their work in documenting the tobacco industry practices and also in presenting the awards. David Simpson, with the International Agency on Tobacco and Health, United Kingdom, will serve as the master of ceremonies.

“We look forward to spending time together at this important conference — to speaking a common language in this global effort — to making each day tobacco independence day.”

Pfizer proudly joins the 13th World Conference on Tobacco OR Health as Presenting Corporate Sponsor.

Step by step, day by day, working together we can all rise to the challenge of Building Capacity for a Tobacco-Free World. Each day we see real success as people and places around the world declare their independence from tobacco.

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Continued from page 3

Tobacco

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Also featured during the Closing Session will be a discussion on the status of Conference Declarations from the Helsinki Conference in 2003, a computer-generated master document, and the awarding of the next location for the WCTOH.
Small cell lung cancer (SCLC) comprises approximately 15 percent of all lung cancers. Due to the rapid spread of the disease, diagnosis comes at a later stage than is clinically ideal, which can affect survival outcomes. Though there have been a number of breakthroughs in therapeutic agents over the past few years, treatment options are limited and new therapies are on the horizon that may decrease overall mortality from SCLC.

Small cell carcinoma of the lung is the most aggressive form of lung cancer and is a significant therapeutic concern. New statistics indicate that the majority of patients are diagnosed when they already have extensive disease. Because of delayed diagnosis, the median survival time for patients is limited to between six and 12 months. Rapid metastases also are common, and recent research shows that only about six percent of patients diagnosed with small cell lung cancer survive after five years.

New and exciting diagnostic procedures for SCLC may help detect the disease at a more treatable stage and perhaps grant patients a better quality of life and a longer survival time. For instance, current clinical trials are investigating biomarkers that may determine a predisposition to lung cancer with the hope of ultimately narrowing the scope to specifically identify those who may develop SCLC.

While treatment cannot cure the disease, initial chemotherapy generates a positive response in SCLC patients. In fact, results are better than in non-small cell lung cancer. Though this initial response is encouraging, the majority of cases become resistant to treatment after a period of time and the cancer is able to progress. Because of the positive outcome of early chemotherapy, some physicians have hypothesized that increasing the amount of chemotherapeutic agents administered will slow the disease. However, recent study findings have disputed this idea. In fact, there has been no evidence that higher intensity treatments yield increased time before disease progression or prolong survival. Due to the inability to cure the disease, SCLC therapies can become palliative and the primary goal is to slow time to progression in late-stage patients.

Treatment today is not a standardized procedure and does not have a profound effect on long-term survival. Current treatment protocol is dependent on stage of disease and general therapy may include surgery, chemotherapy and/or radiation treatments singularly or in combination. Unfortunately, to date, none of these are particularly effective in prolonging life. The high incidence of mortality in this patient population has given way to a number of investigative treatment options. Specific clinical trials include those focusing on research on combination treatments of chemotherapeutic agents, including new and standard agents; investigation of different schedules and doses of drug administration with standard chemotherapy agents with or without surgery as a precarious measure; and a review of the timing of thoracic radiation therapy in patients with limited-stage disease.

Photodynamic therapy and gene therapy also are being evaluated as potential treatment options. Some patients do achieve remission; however, most will eventually experience a recurrence of the disease and then treatment is limited. While there is no standard chemotherapy treatment at the recurrent stage, several agents often are employed to achieve a clinical response. Similarly, new targeted therapies in clinical trials are showing promise in treating patients with recurrent SCLC. These agents have a different mode of action than most currently available treatments and attack cancer on a molecular level, inhibiting the cell’s ability to divide and proliferate.

Despite clinical advances over the past decade, it is very apparent that small cell lung cancer still presents many therapeutic challenges. New treatment protocols are emerging that may help to improve overall survival rates and slow time to progression. Continued research is needed to identify the therapies that produce the most promising results in patients with limited-stage, extensive, and recurrent disease.

This guest column was prepared by Closa/SmithKline, which provided an unrestricted grant in support of this newspaper.

Attendees to Receive Free Cancer, Tobacco Atlases

Two special publications with the latest statistics and information about the global cancer burden and tobacco pandemic will be available in July. The publications can be picked up during the World Cancer Congress and the World Conference on Tobacco OR Health or from the American Cancer Society bookstore. The Cancer Atlas contains the most current and comprehensive statistics and information about the growing cancer burden and is an essential reference for health professionals and policymakers engaged in the global battle against cancer. The Tobacco Atlas provides the latest information on the global tobacco pandemic including information on disease and death associated with tobacco; production, consumption, and marketing of tobacco; and how tobacco control advocates worldwide can implement measures to reduce tobacco’s harmful effects.

The Cancer Atlas and The Tobacco Atlas provide compelling, evidence-based data to help cancer and tobacco control experts around the world combat disease locally, nationally, and globally.

The Atlases will be available free of charge to attendees of the World Cancer Congress and the WCTOH.

To order these books from the American Cancer Society, call (800)ACS-2345 or shop online at www.cancer.org/bookstore. The books will be sold for $29.95 each after the conferences.

Declaration to Provide Global Update on Fight Against Cancer

As part of the UICC World Cancer Congress, there will be a 2006 World Cancer Declaration to build on the Charter of Paris and draw attention to the worldwide cancer burden.

Created under the leadership of UICC President John R. Seffrin, PhD, UICC President-Elect Professor Franco Cavalli, MD, and David Khayat, PhD, the purpose of the Declaration is to set a process in place so that a Declaration will be developed at every World Cancer Congress.

The Declaration also calls for progress reports from the previous World Cancer Congress/World Cancer Declaration.

This year’s Declaration was developed with input from people around the world over the last six months. In addition, all Congress participants who had registered by May were given the opportunity to provide input.

More information about providing input will be released during the Congress.

Cancer continues from page 2

early detection, and treatment.

*International expert epidemiologists will address geographic and population variations in cancer incidence and death rates — differences due to various viral, bacterial, and parasitic infections; lifestyle differences in tobacco use, diet, and exercise; and genetic traits,* said Harmon Eyre, MD, program co-chair and American Cancer Society chief medical officer and executive vice president for research and cancer control.

The overall goal of the Congress is to spread this research to help countries, communities, institutions, and individuals gain ground in the fight against cancer.

“The Congress is designed to bring world leaders in science together with leadership in cancer organizations to share the latest in prevention, early detection, diagnosis, treatment, and survivorship—in both the developed and developing world—to enhance global cancer control,” Dr. Eyre said.
GTRN, WHO Conducting Needs Assessment of WCTOH Attendees

The Global Tobacco Research Network (GTRN), in collaboration with the organizers of the 2006 World Conference on Tobacco Or Health (WCTOH), has undertaken a priority and needs assessment of conference attendees. Pre-registered participants were asked to complete a short questionnaire regarding their tobacco control expertise, activities, priorities, and needs. A smaller sample of participants from low- and middle-income countries were also asked to participate in a virtual focus group concerned with increasing the voice of potentially marginalized members of the global tobacco control community.

A short, colorful pamphlet outlining the major conclusions of the assessment and highlighting important contributions from specific individuals is available at the Institute for Global Tobacco Control’s booth (#312 in the exhibit hall). The assessment results are also available at www.tobaccoresearch.net.

CDC Schedules Cancer Partners Summit to Follow WCC

The US Centers for Disease Control and Prevention (CDC) is actively involved in both the UICC World Cancer Congress (WCC) 2006 and the 13th World Conference on Tobacco Or Health (WCTOH).

In lieu of CDC’s biennial Cancer Conference, the Cancer Partners Summit will immediately follow the WCC. Attending both the Summit and the World Cancer Congress will afford participants the unique opportunity to learn about the latest scientific findings in cancer prevention and control, to interact with domestic and international counterparts, and to gain new insights on how to build partnerships through innovative and effective collaboration.

Registration for the Summit is included in the WCC registration fee, allowing participants to take full advantage of the information and opportunities offered by both events. Together, these events will provide an environment to exchange ideas and create partnerships with the world’s leading cancer and tobacco control communities. The CDC encourages those involved in public or private cancer prevention and control programming and policymaking at the national, state, or local levels in the United States to attend.

The Cancer Partners Summit is designed to enable participants to concurrently attend WCC or WCTOH. The Summit is being organized by CDC’s National Center for Chronic Disease Prevention and Health Promotion, the center’s Division of Cancer Prevention and Control, other CDC offices, and a planning committee representing more than 30 groups involved in cancer prevention and control efforts throughout the United States.

Guest Column

Making Each Day Tobacco Independence Day

It’s hard to believe that three years have already passed since we last met in Helsinki. And perhaps only a human to feel some touch of frustration in the knowledge that any day which passes less than tobacco-free is a day somehow lost. A day short of what we are all working toward together — a world that is tobacco-free. A world independent of tobacco.

But as the great Spanish writer, Cervantes, reminds us in Don Quixote, ‘No man is born wise. Time ripens all things’. And fortunately, we have much to allay our frustration, much to be proud of, and much to eagerly anticipate. To begin with, the time is not only ‘ripe’, but is virtually upon us for the 13th World Conference on Tobacco Or Health.

It will be a ‘ripe time’, indeed, and one rightfully filled with the recognition of accomplishments, the sharing of lessons learned, and a keen look ahead to the new ideas and strategies that will help reduce the devastating effects of tobacco worldwide. It will be a time that will bring us all to the challenge of Building Capacity for a Tobacco-Free World. Each day we see real success as people and places around the world declare their independence from tobacco.

We look forward to spending time together at this important conference. We proudly join you as Presenting Corporate Sponsor. Our support has provided unrestricted funds to the conference, dedicated sponsorship for the GLOBALink Cyber Center, satellite symposia, and this daily newspaper. Through this column and in other ways on-site, including our exhibit, we will share how we, partner organizations, individual people, and places around the world show great progress toward making each day tobacco independence day.

We are so pleased to be joining you at this important event. We look forward to working together to sustain all of our efforts toward creating a tobacco-free world. Please watch this space, and see you in Washington, D.C.

This guest column was provided by Pfizer, which provided an unrestricted grant in support of this newspaper.

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ANCILLARY MEETINGS SCHEDULED

During both the UICC World Cancer Congress and the World Conference on Tobacco OR Health, several ancillary meetings of smaller groups will take place at the Washington Convention Center. During the conferences, space is available for impromptu, one-hour meetings of groups or networks. To see information about scheduled meetings or to learn how to reserve space for an impromptu meeting, go to www.worldcancercongress.org or www.13thwcho.org, and click on “Ancillary Meetings.”

FELLOWS, SCHOLARS TO ATTEND CONFERENCES

More than 400 individuals will be attending the UICC World Cancer Congress (WCC) and the World Conference on Tobacco OR Health (WCTOH) as fellows or scholarship winners. Attending the WCC will be 126 individuals from 49 countries to attend its Ancillary Meetings Scheduled.

The UICC GLOBALink Cyber Center will be open to conference delegates wanting Internet access and learning networking opportunities. The Cyber Center will provide Internet access, online training sessions, meet-the-expert sessions during lunch breaks, daily tobacco-control quizzes, and a lounge. The UICC GLOBALink Cyber Center will also have a computer award competition and a computer lottery during the conferences. The Cyber Center is sponsored by Pfizer, Inc.

For more information visit www.2006conferences.org

SMOKE-FREE

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associations, and journalists. To truly understand the enormous effort it took to make Washington smoke-free, one must review the events of the last three years. In September 2003, only three members of the Council of the District of Columbia — Adrian Fenty, Kathy Patterson, and Phil Mendelson — supported smoke-free legislation. Unfortunately, the majority of the Council did not see protecting workers and residents from the hazards of second-hand smoke as a political issue that had public support. Instead, Council members were bombarded with the opposition’s rhetoric — Washington’s economy would be decimated by smoke-free bars and restaurants.

The smoke-free workplace legislation failed to garner support in the Council at that time, not because a majority of the Council members was fundamentally opposed to the issue, but because the right type of political pressure had not been exerted.

However, that changed in the fall of 2004. The American Cancer Society Cancer Action Network® (ACS CAN), along with the Campaign for Tobacco-Free Kids (TFK) and 60 other coalition partners, relaunched the Washington, D.C., smoke-free campaign. In honor of the American Cancer Society’s annual Great American Smokeout® on Nov. 18, 2004, ACS CAN held a press conference highlighting Washington’s smoke-free campaign at Ben’s Chili Bowl, a historic restaurant in Washington that had been smoke-free since 1985. The press conference featured Motown icon and Honorary National Chairman Smokey Robinson and four members of the Council. More than 70 people attended the event, which received local and national media coverage.

The political pressure further increased in December 2004. ACS CAN, along with TFK, sponsored an Advocacy Day event at the Council where more than 60 Washington residents asked that Council members support the smoke-free bill. That same month, ACS CAN commissioned Lake Snell Perry & Associates to conduct a poll which found that 74 percent of likely Washington voters favored a new city law that would prohibit smoking in all indoor workplaces, including offices, restaurants, and bars.

Because of the increased political pressure, on May 17, 2005, six Council members introduced and two Council members co-sponsored comprehensive smoke-free workplaces legislation, Bill 16-293, the “Department of Health Functions Amendment Act of 2005.” The legislation was then referred to a committee whose chair was supportive of the legislation.

From July through August 2005, ACS CAN, TFK, and the other coalition partners continued to apply political pressure on the Council through grassroots efforts. ACS CAN ran ads in support of the smoke-free issue on 10 major radio stations in Washington. Internet banner ads on smoke-free workplaces were placed on the WashingtonPost.com Web site. Additionally, more than 100,000 pieces of mail on the importance of smoke-free legislation were sent to registered voters in Washington.

With the mounting political pressure, the Council’s Committee on Health passed Bill 16-293 on Oct. 26, 2005. The full Council then overwhelmingly approved the final legislation on Jan. 4, 2006. Following Congressional review, the bill became effective three months later, granting thousands of Washington workers and patrons the right to breathe smoke-free air and giving visitors one more reason to visit the nation’s capital.

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