

6TH ANNUAL AFRICAN AMERICAN BREAST CANCER CONFERENCE



**Each One Reach One:
Working Together
to Make a Change**

Saturday, May 1, 2010

7:30 am - 4:30 pm

Conference Center at
The Cathedral of Christ the Light



NCCC changed its name to:
CANCER PREVENTION INSTITUTE
OF CALIFORNIA
Preventing Cancer. Promoting Life.

Community Education
2201 Walnut Avenue, Suite 300
Fremont, California 94538-2334

6th Annual African American
Breast Cancer Conference

Saturday, May 1, 2010

Conference Center at The
Cathedral of Christ the Light

Conference highlights include:

- ❖ Informative presentations and expert advice on proper breast health, early detection, prevention, risk factors, treatments, triple negative, recurrent & advanced cancer, psychosocial support, survivorship, and advocacy.
- ❖ Interactive sessions and demonstrations on healthy eating/nutrition, physical activity, and stress reduction and management.
- ❖ Access to the latest comprehensive and culturally appropriate breast health/cancer information and resources in the health resource fair - "Health Resource Access: Giving Hope, Celebrating Life!"
- ❖ Program has a special focus on mind, body, & spiritual healing of African Americans.
- ❖ Networking opportunities with breast cancer survivors, family members, clinicians, and other health professionals in a warm, friendly, and supportive environment.
- ❖ Music/entertainment, giveaways, raffle prize drawing, and much, much more...

Visit www.cpic.org/EORO for travel directions/map, public transportation, parking information, or if you are interested in volunteering at this event.

Conference Center at The Cathedral of Christ the Light

2121 Harrison Street, Oakland, California 94612

Underground garage parking for \$5 flat rate per day.

Limited shuttle service to/from 19th Street BART station by advance request only. Email education@cpic.org or phone 1.888.315.5988.

Photos courtesy of Pandy Arrieta and Mike Chavez, NBC BayArea Community Photo Journalists.

The Northern California Cancer Center changed its name to the Cancer Prevention Institute of California. The mission of the Cancer Prevention Institute of California is to prevent cancer and to reduce its burden where it cannot yet be prevented.



CANCER PREVENTION INSTITUTE
OF CALIFORNIA
Preventing Cancer. Promoting Life.

Place Stamp Here.
Post Office will
not deliver
without postage.

Cancer Prevention Institute of California
(formerly the Northern California Cancer Center)
Community Education
2201 Walnut Avenue, Suite 300
Fremont, California 94538-2334

SPONSOR



NCCC changed its name to:
CANCER PREVENTION INSTITUTE
OF CALIFORNIA
Preventing Cancer. Promoting Life.

CO-SPONSOR



women's cancer resource center
WCRC
community • compassion • change

6th Annual African American Breast Cancer Conference

Each One Reach One: Working Together to Make a Change

Conference Center at The Cathedral of Christ the Light
Saturday, May 1, 2010



- 7:30 am – 8:30 am **Check-In/Registration • Deluxe Continental Breakfast**
Visit Health Resource Access: Giving Hope, Celebrating Life!
- 8:30 am – 8:35 am **Invocation • Rev. Tammie Denyse • Founder, Carrie's TOUCH, Inc.**
- 8:35 am – 9:00 am **Introductions**
Pamela A. Ratliff, MPA • *Planning Committee Chair, Cancer Prevention Institute of California (CPIC)*
Dolores Moorehead • *Planning Committee Co-Chair, Women's Cancer Resource Center*
- 9:00 am – 9:30 am **Welcome • Brenda Knight • Founder/Motivational Speaker, Ladies in Red**
- 9:30 am – 10:15 am **The Physiology of Stress & Practical Stress Reduction Techniques**
Frank Staggars, Jr., MD • *Medical Director, Berkeley Addiction Treatment Services Center*
- 10:15 am – 11:15 am **Breast Cancer Clinical Updates: Emerging Medicine and Community**
Denise Johnson Miller, MD, FACS • *Breast Specialist Director, St. Francis Breast Surgery Program, St. Francis Medical Group, Indiana*
- 11:15 am – 11:30 am **Break • Visit Health Resource Access: Giving Hope, Celebrating Life!**
- 11:30 am – 12:15 pm **Cancer Prevention through Healthy Eating & Active Living**
Geneva D. Clay • *Certified Health & Fitness Consultant/Owner, Fit-2-Serve Health & Wellness Services/Fit-4-Life Radio/Talk Program*
- 12:15 pm – 1:15 pm **Networking Lunch • Visit Health Resource Access: Giving Hope, Celebrating Life!**
- 12:50 pm – 1:15 pm **Dance Performance • Northern California Soul Strutters**
- 1:15 pm – 1:45 pm **Champions Against Breast Cancer**
Cleana Miller • Kay Ellison-James • Narma Mayfield
- 1:45 pm – 2:00 pm **Caring for Our Women: A Male Perspective on Breast Cancer • Rodney James**
- 2:00 pm – 2:10 pm **Honoring Thy Sister: Special Tribute & Performance**
Charlene J. & Charlette I. Richardson ('The Twins'), *Director, Praise Dance Ministry, Praise Fellowship Bible Church (Richmond)*
- 2:10 pm – 2:25 pm **Break • Visit Health Resource Access: Giving Hope, Celebrating Life!!**
- 2:25 pm – 3:00 pm **Its Power! Social, Spiritual, and Psychological Well Being**
Dixie Garr • *CEO, 4Winners and Leaders*
- 3:00 pm – 3:15 pm **Beyond the Reunion: Understanding Your Family Health History • Pamela A. Ratliff**
- 3:15 pm – 4:10 pm **Be Your Own Advocate: The Prevention & Management of Breast Cancer**
Gwendolyn Stritter, MD • *President/Founder, Stritter Medical Consulting*
- 4:10 pm – 4:25 pm **Acknowledgements • Conference Planning Committee**
- 4:25 pm – 4:30 pm **Benediction • Rev. Tammie Denyse**

REGISTRATION

Registration Deadline is April 28, 2010.

Registration fee is \$20 per person, includes breakfast and lunch. Sorry, no refunds.

Continuing Education Units available for an additional \$15 (See Below)

Early Registration encouraged; Seating limited.

* Scholarships available, contact Pamela Ratliff at 1.888.315.5988 or by email at education@cpic.org for details.

HOW TO REGISTER

Online: www.cpic.org/EORO

By mail: Cancer Prevention Institute of California
Community Education
2201 Walnut Avenue, Suite 300
Fremont, California 94538-2334

Continuing Education:

Registered Nurses: CPIC, Provider #CEP 13488 is approved by the California Board of Registered Nursing. Nurses attending this course may report up to 5 contact hours.

Social Workers: CPIC, Provider #PCE 868 is approved for up to 5 contact hours for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences.

Health Educators: Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category I continuing education contact hours (CECH).

Info: Email education@cpic.org
Phone 1.888.315.5988

* Participation in this event grants CPIC permission to photograph/videotape you for use in promotions.

Sponsor
Cancer Prevention Institute of California

Co-Sponsor
Women's Cancer Resource Center

Partners
Alameda County Medical Center, Cancer Navigator Program
American Cancer Society

Funders
CPIC: Allison Taylor Holbrooks Breast Cancer Foundation,
Oakland Athletics Fund, PlumpJack LINK Fund, Melanie M.
Bronfman Education Fund • Amoena USA Corporation • DHHS
Office on Women's Health, Region IX • Stanford Cancer Center

Yes, I want to Register for the EORO Conference!

PLEASE PROVIDE THE FOLLOWING INFORMATION.

Last Name _____ First Name _____
Organization _____ Phone _____ E-mail _____
Address _____ City _____ State _____ Zip _____
Additional Registrants:
1. Last Name _____ First Name _____ Phone _____
Address _____ City _____ State _____ Zip _____
2. Last Name _____ First Name _____ Phone _____
Address _____ City _____ State _____ Zip _____

Number of Reservations: _____
Amount Enclosed: _____
CEU License # _____

Please make checks/money orders payable to "CPIC Community Education" and note in memo section "EORO 2010".
Send payments and completed registration card to address on back. Thank You!

Registration Deadline is April 28, 2010