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Preventing Cancer, Promoting Life

Northern California Cancer Center opens its doors to celebrate the 15th Anniversary of the Cancer Information Service Partnership Program, California Region on Monday, June 2

U.S Congressman Pete Stark to Speak

FREMONT, CA: May 12, 2008 -- Imagine how many people you'd have at your door if you offered a way to prevent cancer. On June 2 the scientists and staff at the esteemed Northern California Cancer Center are inviting the public in to meet the dedicated women and men who work every day to understand who gets cancer and why, and how to improve the lives of cancer survivors. The event, "Preventing Cancer, Promoting Life," will take place from 8:45am – 11:30 and feature a range of cancer information presentations, a chance to "meet the scientists" and even a fun "walk-through colon" to educate about the risks and warning signs of colon cancer. U.S. Congressman Pete Stark from California's 13th District will speak as part of the event.

"Cancer is the second leading cause of death in the United States, and a critical strategy in cancer control efforts is the education of Americans about steps they can take to prevent cancer, detect it early, and choose the best treatment plan," said Donald Nielsen, Ph.D., CEO for the Northern California Cancer Center. "For 15 years, our leadership in running the National Cancer Institute's Cancer Information Service (CIS) for the state of California has resulted in getting the latest and most accurate cancer information to patients, their families, health professionals, and the public."

To most effectively reach as many people as possible, the CIS partners with state and regional organizations that directly serve populations who may have limited access to health information. By pooling resources toward common goals, the CIS and its partners leverage resources and design programs with wider reach. The CIS assists organizations seeking cancer-related expertise by providing:

- The latest cancer information resources available from the National Cancer Institute
- Training on methods to educate underserved populations on cancer-related topics
- Assistance in planning cancer education programs and evaluating their success
- Assistance in developing new coalitions or strengthening existing coalitions

- Advice about strategies to reach minorities and the medically underserved

“The work that NCCC does is absolutely critical, and demonstrates how we’re going to find a cure for cancer,” said Rep. Pete Stark. “Improved data collection, better tools for comparative studies, and a strong health IT system are the keys to advancing research in the field of cancer prevention and health care overall. NCCC has been leading the field in these areas, and that’s why I’m so grateful to be at this event.”

Congressman Stark has served in Congress since 1973. A senior member of the powerful [Ways and Means Committee](#), he is currently the Chairman of its [Health Subcommittee](#). Stark previously served as the subcommittee's Ranking Minority Member from 1995 to 2006 and as its Chairman from 1985 to 1994.

The schedule for the June 2 “Preventing Cancer, Promoting Life” Northern California Cancer Center Open House is as follows:

The Northern California Cancer Center
2201 Walnut Avenue, Suite 300 / Fremont, CA

8:45am– 9:00am: Continental Breakfast

9am – 9:10am: Welcome and Overview

Don Nielsen, Chief Executive Officer

9:10am – 9:30am: Tracking Cancer Patterns in the Greater Bay Area

GBACR Surveillance Research Group

9:30am – 10am: Pete Stark, Congressman

10:00 am – 10:20 am: Cancer Information Service Partnership Program

Sharon Davis, CIS Director

10:20 am – 10:35am. Latest Research Findings: Racial/Ethnic Disparities in Colorectal Cancer

Scarlett Gomez, Ph.D., Research Scientist

10:35am – 10:50am: New NIH Grant: Colorectal cancer lay health worker program to raise awareness of colorectal screening among Vietnamese Americans in Santa Clara County

Bang Nyugen, Ph.D., Research Scientist

10:50 am – 11:30pm: Meet the Northern California Cancer Center Staff

About the Northern California Cancer Center:

The Northern California Cancer Center (www.nccc.org) is a nationally recognized leader in understanding the causes and prevention of cancer and in improving the quality of life for individuals living with cancer. The organization has been working with scientists, educators, patients, clinicians, and community leaders since 1974. NCCC is a 501(c)(3) nonprofit with 150 employees and a \$15 million operating budget.

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