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# INDIA'S GROWING THREAT

## A JOURNALIST BOOT CAMP ON THE RISING CANCER AND TOBACCO BURDENS

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**AGENDA | April 24 – 26, 2007 | IIMC | New Delhi**

### Tuesday, April 24

4:00 – 5:30 p.m. Registration

6:00 – 9:00 p.m. Reception – Onyx Room – Grand Hotel

Welcome and Remarks

Kevin Brady  
CDC Foundation

Pat Felts  
American Cancer Society

Introduction of Speaker

Dr. Stuti Kacker  
Indian Institute of Mass Communication

Keynote Address

Dr. Anbumani Ramadoss  
Ministry of Health and Family Welfare

Press Conference: Cancer and Tobacco in India  
Moderator: Greg Donaldson, American Cancer Society

Dr. Anbumani Ramadoss

### Wednesday, April 25

Indian Institute of Mass Communication – Seminar Room

Moderators: Greg Donaldson and Kevin Brady

#### Session I: Cancer Impact: Tobacco and Chronic Disease in India

8:20 a.m. Departure to IIMC from hotel lobby

9:00 - 9:10 a.m. IIMC Welcome and Remarks

Dr. Sunetra Sen Narayan  
IIMC

9:10 - 9:15 a.m. Journalist Boot Camp Overview

Kevin Brady  
CDC Foundation

9:15 - 9:30 a.m. Tobacco – A Leading Killer in India

Dr. Prakash Gupta  
Healis

9:30 - 9:45 a.m. Ministry Efforts to Reduce Tobacco Use

Joint Secretary Bhavani Thyagarajan  
Ministry of Health and Family Welfare

9:45 - 10:15 a.m. Joint Q & A

10:15 – 10:30 a.m. Tea/Coffee Break

10:30 - 10:45 a.m.	Global Youth Tobacco Survey	Dr. Dharendra Sinha World Health Organization
10:45 – 11:00 a.m.	What the Media Should Know About Global Tobacco Advocacy	Pat Felts
11:00 – 11:30 a.m.	Panel Discussion – Tobacco and Chronic Disease	All Tobacco Session Presenters
<b>11:30 - 11:50 p.m.</b>	<b>Tea/Coffee Break</b>	

## Session II – Cancer Overview: Prevention, Detection, Treatment, Solutions

11:50 - 12:10 p.m.	Global Cancer Patterns: Cancer Atlas Overview	Dr. Nancy Lee CDC
12:10 - 12:30 p.m.	Cancer Survivor Perspective	Poonam Bagai Can....Kids, Kids, Can
12:30 – 1:00 p.m.	Q & A	
<b>1:00 - 2:00 p.m.</b>	<b>Lunch</b>	
2:00 – 2:15 p.m.	Cancer in India: Who is at Risk?	Dr. Cherian Varghese World Health Organization
2:15 - 2:30 p.m.	Early Detection Saves Lives	Dr. Sharmila Patil Tata Memorial Cancer Center
2:30 – 2:45 p.m.	Breast and Cervical Cancer Treatment	Dr. Tulika Seth All India Institute of Medical Sciences
2:45 – 3:00 p.m.	Managing Cancer Pain through Palliative Care	Dr. M.R. Rajagopal Pallium India
<b>3:00 – 3:15 p.m.</b>	<b>Tea/Coffee Break</b>	
3:15 – 4:00 p.m.	Panel Discussion: The Impact of the Changing Economy and Demographics in India on the Cancer and Tobacco Burden	
4:00 - 4:15 p.m.	Why Cancer Control is Sexy: Putting Cancer Control on the Global Agenda	Dr. Shalini Vallabhan American Cancer Society
4:00 – 4:10 p.m.	Session Wrap Up	Gita Pullapilly
6:30 – 8:30 p.m.	Dinner - Grand Hotel	

## Thursday, April 26

### Session III – Site Visit: Cancer Patients in New Delhi

9:00 - 11:30 a.m.	Site Visit: Institute Rotary Cancer Hospital (IRCH) at All India Institute of Medical Science (AIIMS)	
12:00 - 1:30 p.m.	Lunch – Grand Hotel	
2:00 - 3:30 p.m.	Joint Session: Journalists and Indian Cancer Control Leaders	

# SESSION DESCRIPTIONS

from American Cancer Society University  
*India's Growing Tobacco Problem: A Journalist Boot Camp on the Rising Cancer and Tobacco Burdens*

## Tuesday, April 24

### Welcome to the Journalist Boot Camp

Remarks by Kevin Brady, Associate Vice President of Programs, CDC Foundation

Remarks by Pat Felts, Deputy Chief Operating Officer, American Cancer Society

Introduction of Speaker: Dr. Stuti Kacker, Indian Institute of Mass Communication Director

Keynote Address: Dr. Anbumani Ramadoss, Minister of Health, Ministry of Health and Family Welfare

## Wednesday, April 25 - Session I - Cancer Impact: Tobacco and Chronic Disease in India

### Journalist Boot Camp Overview

This overview provides the background of the CDC Foundation's journalist boot camp program that started in Atlanta in 2003 and has launched into both China and India. Lead funding comes from the John. S. and James L. Knight Foundation.

### Tobacco – A Leading Killer in India

Dr. Gupta will present the most recent data about the tobacco burden in India, its deadly toll on the nation, and steps to reduce death and disease caused by tobacco.

Speaker: Dr. Prakesh Gupta

### Ministry of Health and Family Welfare's Efforts to Reduce Tobacco Use

Joint Secretary Thyagarajan will speak about the Ministry of Health and Family Welfare's position on tobacco control and specific steps it has taken to combat tobacco through effective legislation.

Speaker: Joint Secretary Bhavani Thyagarajan

### Global Youth Tobacco Survey

Dr. Sinha will speak about the World Health Organization (WHO) and Centers for Disease Control and Prevention's (CDC's) Office on Smoking and Health development of the Global Youth Tobacco Survey (GYTS) to track tobacco use among young people across countries using a common methodology and core questionnaire.

Speaker: Dr. Dhirendra Sinha

### Tobacco Control Advocacy: Media's Role in Exposing the Truth about Tobacco

Pat Felts will cite examples of grassroots and global advocacy movements that have had a significant impact on reducing the tobacco burden.

Speaker: Pat Felts, Deputy Chief Operating Officer, American Cancer Society

### Panel Discussion – Tobacco and Chronic Disease in India

## **Session II – Cancer Overview: Prevention, Detection, Treatment, Solutions**

### **Cancer in India: Who is at Risk?**

An introduction to the basics of cancer and understanding the risk factors that two thirds of all cancers are preventable or treatable with early detection. This presentation will focus on what causes cancer, why it's rising in India (growing, aging population, western lifestyle such as increased smoking), and proven interventions.

Speaker: Dr. Cherian Varghese

### **Early Detection Saves Lives**

This presentation shows the importance of awareness of and access to lifesaving cancer screening and early detection methods and presents low-cost options and recommended guidelines.

### **Breast and Cervical Cancer Treatment**

Dr. Seth will discuss the treatment options for breast and cervical cancer and how they are evolving in India and across the globe.

Speaker: Dr. Tulika Seth

### **Managing Cancer Pain through Palliative Care**

Dr. Rajagopal will present compelling data on the critical role that managing pain associated with cancer and cancer treatment can play in improving the quality of life for patients.

Speaker: Dr. M.R. Rajagopal

### **Global Cancer Patterns: Cancer Atlas Overview**

In 2006, the world's first global cancer atlas was released, giving journalists, health care professionals, and cancer control advocates a resource to compare cancer patterns and trends across the globe. Dr. Lee will discuss key findings from this atlas, and provide copies to journalists.

Speaker: Dr. Nancy Lee

### **Cancer Survivor Perspective**

Like many people who have cancer, when Bagai first heard she had cancer she thought it was a death sentence. Bagai will explain the journey a cancer survivor takes - from the first sign of symptoms, her diagnosis and treatment, discussing cancer with friends, family, and co-workers, and her life today.

Speaker: Poonam Bagai

### **Why Cancer Control is Sexy: Putting Cancer Control on the Global Agenda**

In global public health, sometimes infectious diseases are a more “sexy” topic than non-infectious disease. Dr. Vallabhan's presentation will explain why cancer control needs to be higher on the global agenda and discuss the need for health officials, governments, the public, and the media to pay more attention to this growing health threat.

Speaker: Dr. Shalini Vallabhan

### **Panel Discussion - Cancer and Early Detection**

# SPEAKERS

*India's Growing Threat: A Journalist Boot Camp on the Rising Cancer and Tobacco Burdens*

## **Kevin Brady**

Associate Vice President for Programs, CDC Foundation

Prior to the CDC Foundation, Mr. Brady worked at the CDC for 13 years, most recently in the position of Deputy Director of the Division of Cancer Prevention and Control (DCPC). The Division is responsible for the development and management of cancer prevention, early detection and control initiatives. In addition to the surveillance, research, and communications activities DCPC conducts, the Division administers the National Breast and Cervical Cancer Early Detection Program, the National Program of Cancer Registries, and the National Comprehensive Cancer Control Program.

He has spent his career working in human services. Before CDC, he served for six years as the Assistant Director for Research Administration and Professional Education at the Epilepsy Foundation of America. He also worked previously as a Health Planner for both the New York City Department of Health, and Columbia Presbyterian Medical Center.

He holds a B.S. from the University of Maryland in Special Education/Elementary Education and a M.P.H. from Columbia University in Health Administration.

## **Prakash C. Gupta, PhD**

Professor and Director, Healis Sekhsaria Institute of Public Health, INDIA

Dr. Gupta is the Director of Research at Healis at the Sekhsaria Institute of Public Health, Navi Mumbai. Dr. Gupta was a Senior Research Scientist at the Tata Institute of Fundamental Research (joined October 1, 1966) and Honorary Consultant at the Tata Memorial Centre in Mumbai until July 31, 2004. He is President of the Action Council against Tobacco (India) and on advisory panels of numerous NGOs and academic bodies working on cancer control and tobacco control. He is involved with large population-based research studies in India on tobacco use and oral cancer and has published hundreds of research papers in international scientific journals. He has a doctorate of science degree in Epidemiology from the Johns Hopkins University in the United States and a Master of Science in Statistics from the Bombay University. He was a Takemi Fellow at the Harvard School of Public Health (US) and a visiting scientist at the International Agency for Research on Cancer in France. He has received several awards, including the Luther Terry Award from the American Cancer Society for Exemplary Leadership in Tobacco Control in the category of Outstanding Research Contribution in August 2003, and the Tobacco Free World Award from the Director General, World Health Organization on May 31, 1999, for Outstanding Contributions to Public Health. Dr. Gupta is a member of several national and international expert groups. He is the regional editor for South-East Asia for the journal, *Tobacco Control*, a member of the Editorial Advisory Board of Nicotine and Tobacco Research, and the Regional Advisory Board of the Asia Pacific Journal of Cancer Prevention, and associate editor for the journal, *Oral Diseases*.

**Dhirendra N. Sinha, MD, MS, PhD.**

STP, WHO SEARO, WORLD HEALTH HOUSE

Dr. Dhirendra N. Sinha has collected information on various deadly forms of tobacco used in South East Asia Region. He has provided World Health Organization documents on SEA regional situation analysis on use of smokeless tobacco use and bidi, and its implications.

On the basis of his pioneering work in most common dentifrice in India (Laldantmanjan). This issue caught the attention of global scientists and was published in the *British Medical Journal* – forcing the product’s manufacturers to remove tobacco from the product. Dr. Sinha has remained an active advocate for controlling all deadly forms of tobacco at the national and international level. He has been a contributor to the India Tobacco Control Report, as well as in Bidi Monograph, which is jointly published by the WHO, MOH India, and CDC.

**Pat Felts**

Deputy Chief Operating Officer, American Cancer Society

As the Deputy Chief Operating Officer of the American Cancer Society, Patricia M. Felts has overall responsibility for the operations of the National Society with direct reporting responsibility for the following: Corporate Communications, Diversity, Division Services, Finance, Human Resource Talent Management, Legal, and Mission Delivery. She also has operational oversight for Strategic Governance and Corporate Affairs, the American Cancer Society Foundation, and the American Cancer Society Cancer Action Network. Ms. Felts will assume the role of chief operating officer on July 1, 2007. Her career with the American Cancer Society has spanned 24 years. Ms. Felts has extensive expertise in external outreach, including working with community leaders, philanthropists, corporate leaders, medical and scientific leaders, government officials, and nonprofit peers. Her Division experience and focus on the “people the Society serves” informs her leadership of the Society’s nationwide priorities. She is a member of the Society’s Income Development, Mission Delivery, and Mission Support Councils, and is a member of the North American Quitline<sup>®</sup> Consortium Board of Directors.

**Cherian Varghese, MD, PhD**

Dr. Cherian Varghese serves as the Cluster Focal Point for Non-communicable Diseases and Mental Health. The areas covered include NCD surveillance, cancer, cardiovascular diseases, and diabetes mellitus. Other areas include health promotion, blindness, deafness, injury prevention, rehabilitation, mental health, and substance abuse.

He received his bachelor of medicine/surgery degree from Trivandrum Medical College and holds a diploma in radiology therapy and a doctor of medicine in Radiation Oncology from CMC Hospital in Vellore, and is a Diplomate of the National Board in Radiation Oncology (DNB), India. In addition, he has a masters of philosophy in epidemiology from the University of Cambridge, United Kingdom and doctorate in medicine (epidemiology) from the University of Tampere, Finland. He is also a member of the National Academy of Medical Sciences (MNAMS), India. Before joining the WHO India office in July, 2001, Dr. Varghese worked in the Regional Cancer Centre in Trivandrum, Kerala, India, and the University of Leeds, United Kingdom. He has written more than 50 publications in indexed journals on cancer and health systems.

**Greg Donaldson**

National Vice President, Corporate Communications

As National Vice President of Corporate Communications for the American Cancer Society, Greg Donaldson serves as chief national spokesman and is responsible for coordinating the development and execution of strategic national advertising, media relations, and communications programs and practices on behalf of the Society's national headquarters in Atlanta, Georgia.

Prior to joining the American Cancer Society, Mr. Donaldson served as Senior Director of Corporate Communications and chief corporate spokesman for Humana Inc. Headquartered in Louisville, Kentucky, Humana is a publicly traded Fortune 200 managed health care company with annual revenues in excess of \$10 billion. In his role with Humana, Mr. Donaldson managed the company's public relations, media relations, and new media communications activities. During his tenure with Humana, he also provided management oversight of the organization's employee communications and corporate philanthropy functions.

Prior to serving with Humana, Mr. Donaldson served as the Media Relations Director for the Kentucky Lottery Corporation. He also has more than ten years experience as a broadcast journalist and television news executive in the Midwest and Southeast. During his broadcasting career, Mr. Donaldson was awarded honors by the Associated Press Broadcasters Association, the Society of Professional Journalists, Sigma Delta Chi (SPJ), the Public Relations Society of America (PRSA) and the International Association of Business Communicators (IABC). In addition, he has received the highest US civilian public service honor bestowed by the Federal Bureau of Investigation (FBI).

**M. R. Rajagopal, MD**

Dr. Rajagopal is a palliative care physician from India. He qualified as a physician from Trivandrum Medical College in Kerala, India, and as an anesthesiologist from All India Institute of Medical Sciences, New Delhi.

While working as Professor and Head of Anesthesiology in Calicut Medical College, he and his colleagues founded the Pain and Palliative Care Society (PPCS) in Calicut in 1993. By creating a palliative care delivery system suited to India's cultural and social background, Dr. Rajagopal and his colleagues attracted international attention. In 1995, the PPCS was designated a WHO demonstration project. Over the next decade it became the Institute of Palliative Medicine - a network of about 100 palliative care centers throughout Kerala and in other parts of India. This initiative has now resulted in palliative care reaching about 30% of the needy in Kerala, compared to a national average of less than 0.5%. After leaving Calicut in 2002, Dr. Rajagopal worked for three years as Professor and Head of Pain and Palliative Medicine at Amrita Institute of Medical Sciences in Kochi, Kerala.

Since 1996, he has worked with Pain & Policy Studies Group at the University of Wisconsin in Madison, Wisconsin, to remove regulatory barriers to availability of oral morphine for pain relief in India. Over an eight-year period, this has resulted in simplification of narcotic regulations in 13 of India's 28 states.

Dr. Rajagopal currently works as Professor of Pain and Palliative Medicine at SUT Academy of Medical Sciences; Medical director of Trivandrum Institute of Palliative Sciences, which conducts educational programs in palliative care; Chairman, Pallium India, a registered charitable organization that promotes palliative care facilities in India; Co-coordinator of task force on Palliative Care and Rehabilitation, National Cancer Control Program, Government of India

**Poonam Bagai**

President, Can....Kids, Kids, Can

Poonam Bagai is a colon cancer survivor and the Founder and President of Can, Kids...Kids, Can, a family support group for children and their families faced with cancer. She is also involved with the children's unit of the Indian Cancer Society in Delhi and is the Vice Chairperson of Pallium India, a charitable trust dedicated to providing quality palliative care in India. She is also an American Cancer Society University alumni since December 2005.

Ms. Bagai was an economics graduate from St. Stephen's College, Delhi University, a Government of India Railway Officer (Class I), and a transport consultant with the United Nation's Economic and Social Commission for Asia and the Pacific. She loves children and is passionate about fighting childhood cancer and promoting palliative care in India.

**Nancy Lee, MD**

Dr. Lee works as a consultant in the areas of public health, epidemiology, and cancer control. She has over 22 years of experience in epidemiology with the CDC, with more than 10 of those years at the Director or Associate Director level. Her research efforts have focused on cancer screening and early detection, the epidemiology of reproductive system cancers, safety of contraceptive methods, and HIV infection among American women. She has extensive experience in epidemiology, women's health, cancer prevention and control, data analysis, and surveillance systems. She has expertise in scientific writing, and has published over 90 journal articles in such journals as *JAMA*, *JNCI*, and *American Journal of Epidemiology*. Dr. Lee has served as a consultant to the National Cancer Institute, the National Institute of Child Health and Human Development, the Food and Drug Administration, the American Cancer Society, the Lance Armstrong Foundation, the Institute of Medicine, Planned Parenthood Federation of America, the World Health Organization, and the Agency for International Development. She participated in research projects in Africa, China, Central America, and Southeast Asia. Dr. Lee received a bachelor's degree in mathematics from the University of Texas, and a doctor of medicine from Baylor College of Medicine.

In her most recent role as Director of the Division of Cancer Prevention and Control (DCPC), National Center for Chronic Disease Prevention and Health Promotion from 1999-2004, Dr. Lee provided overall guidance and vision for DCPC, a CDC division with more than 130 staff and a 2004 budget of \$280 million. She left that position in March 2004 to work as a private consultant.

**Shalini C. Vallabhan, PhD**

Director, Asia Cancer Control Strategies, International Affairs Department, American Cancer Society

Dr. Vallabhan is responsible for developing and executing the Society's cancer control strategies in China, India, and South Korea. She assembles strategic partners for cancer control programs in these nations and also identifies funding sources from corporations, foundations, and wealthy individuals interested in fighting cancer in Asia, as well as within ethnic communities in the United States. In addition, Dr. Vallabhan provides overall support and technical assistance to our cancer control efforts across Asia. Dr. Vallabhan joined the Society as the Director of Policy Research for the National Government Relations Department in May 2000. Under her leadership, the Policy Research team facilitated the Society's policy development process and provided in-depth analyses and expertise on federal and state policy issues relating to cancer prevention, private health insurance, Medicare, Medicaid, and palliative care. Dr. Vallabhan came to the American Cancer

Society from the office of former Democratic Whip and US Congressman David Bonior (D-Mich.), where she worked as a legislative assistant. In that role, she was responsible for all health care policy and political analysis for Congressman Bonior, then the second-highest ranking Democratic leader in the US House of Representatives.

### **Dacia LaDonis**

Senior Program Officer, CDC Foundation

Ms. LaDonis joined the CDC Foundation in 2000. Her responsibilities include the implementation and evaluation of many diverse CDC Foundation programs by developing monitoring systems, preparing agreements with the Centers for Disease Control and Prevention (CDC), and other programmatic partners, monitoring grant expenditures for consistency with programmatic budgets, preparing written reports to donors, and assisting with the development and evaluation of proposals for funding.

Dacia came to the Foundation from GLOBALT, Inc. in Atlanta, where she was an administrative/office manager.

Dacia has a bachelor's of arts degree in English from Oakwood College in Huntsville, AL and a master's degree in English from Georgia State University in Atlanta, GA.

### **Gita Pullapilly**

Television Reporter and Film Producer, Gita Pullapilly, has produced six films in the U.S., Jordan and India. In 1998, Gita began her career as a print reporter in South Bend, Indiana. After graduate school at Northwestern University, she worked for the CBS owned and operated station in Green Bay, Wisconsin as a general assignment reporter and fill-in anchor. In 2003, she jumped markets to work for the ABC-affiliate in Grand Rapids, Michigan. Gita's stories have aired on the CBS Evening News, CNN and ABC's Good Morning America. In 2005, Gita was the first documentary filmmaker chosen as a Fulbright Senior Scholar to Jordan. Also in 2005, the University of Notre Dame Asian American Alumni Association presented her with an exemplar award for her work as a journalist. In addition, she won two Associated Press awards for her feature stories as well as a Michigan Association of Broadcasters award (MAB). In 2000, Gita received the Northwestern University Medill School of Journalism Merit Scholarship for Outstanding Achievement. Gita has been the mistress of ceremonies, guest speaker and host for a number of events including teen summits on HIV and AIDS and race and diversity programs. She has participated in debates and roundtables on the role of journalists, the media's coverage on racial issues, and the importance of diversity in the workforce. Gita graduated with honors from the University of Notre Dame with a BBA in Finance and holds a master's degree from Northwestern University's Medill School of Journalism. For the past six years, Gita has held media training sessions and seminars for government and non-profit organizations as well as local police departments around the country. She currently provides media training for the American Cancer Society's International Affairs Department.